



The Coin Machine Review

MARCH, 1941

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SPECTRAVOX *ToneColumn*

Creating THE PERFECT MUSIC INSTALLATION

At Last! The search for flawless, Third-Dimensional tone is ended. Through the genius of ROCK-OLA Engineers, Spectravox ToneColumn brings a new conception of Beauty to Music. This amazing unit, when used in conjunction with ROCK-OLA Playmaster, offers Operators what is undoubtedly one of the *greatest* contributions ever made to the field of recorded sound. A surpassing combination that will glorify *any* location and give it vivid, life-like Music comparable to an *actual* command performance by world-famous orchestras.

ROCK-OLA ToneColumn is available in five magnificent designs — a model for every purpose. Of significant importance to operators is the ease with which ToneColumn may be adapted to old equipment, returning it again to top money brackets. Universal Model may be used with *any* type of remote control system manufactured. For downright dependability, for unsurpassed performance—ROCK-OLA ToneColumn is the *perfect* musical installation!

ROCK-OLA
Manufacturing Corporation

800 NORTH KEDZIE AVENUE • CHICAGO



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The principles of ToneColumn are covered by U. S. Patents. Infringement will be fully prosecuted.

BOOTH
DIAL-A-TUNE



by ROCK-OLA continues to build greater patronage for locations and increases gross receipts as much as 300%! Beautiful, foolproof, reliable.

BAR
DIAL-A-TUNE



makes it *easy* for patrons to select their favorite tunes without rising from their seats. Always instantly available where nickels, dimes and quarters are most likely to be spent.

PLAYMASTER



is ROCK-OLA's rugged record changer mechanism mounted in richly finished walnut cabinet. The ideal unit for use with ROCK-OLA Spectravox and Glamour ToneColumns.

Four Times Faster-Perfect Accuracy-New Beauty

MAKE EVERY **WURLITZER** REMOTE CONTROL UNIT
REG. U.S. PAT. OFF.
AN OUTSTANDING EXTRA PROFIT PRODUCER

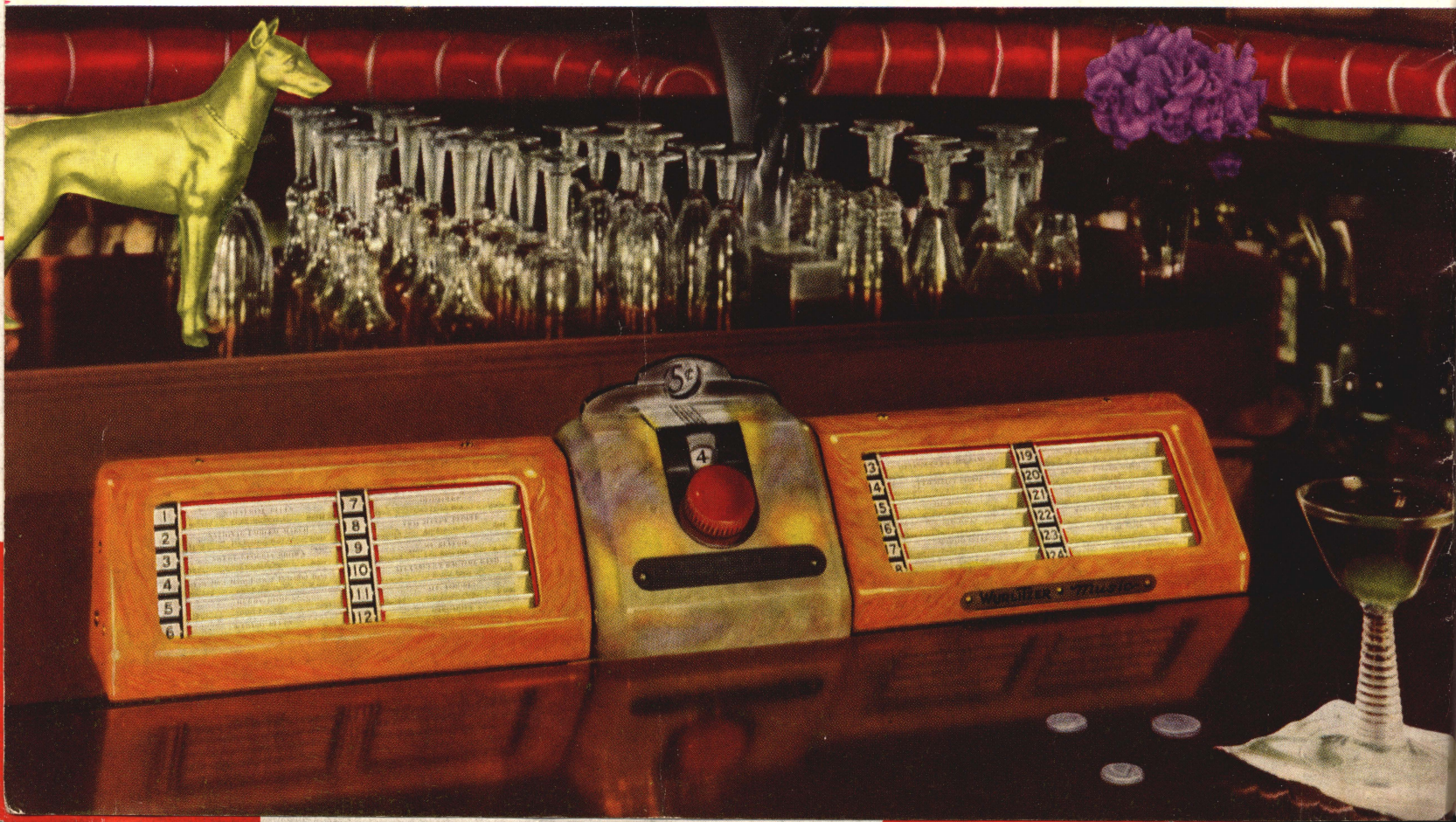


Four times faster! Far more accurate! Styled with new brilliance and beauty! Every Wurlitzer 1941 Remote Control Unit is designed to get more of those extra profits that stand at the bar and sit in the booths of every location.

Coupled with these features, the Wurlitzer Model 123 Wireless and Model 125 Dual-Wire Wall and Bar Boxes offer the added play appeal of a single 5, 10, 25c Coin Entry.

More than ever before Wurlitzer Remote Control Equipment sets the pace in beauty, in speed, in accuracy and in sheer ability to increase the earning power of your phonographs.

See the complete line at your Wurlitzer Distributor's. Order for immediate delivery now!



● **Front Cover** — Model 123 Wireless Bar or Wall Box. Single 5, 10, 25c Coin Entry to attract more coins of all denominations. Beautiful metal and molded plastic case that stands out like a beacon on any bar—in any booth. Large plastic selector buttons. Four times faster mechanism to record plays quicker and with perfect accuracy. Available as Model 125, identical in appearance but for Dual-Wire system.

● **Right** — Model 115 Wireless Bar Box. Beautiful metal and molded plastic case. Large plastic buttons for easy selection. Brilliantly illuminated program holder. Fast action mechanism assures prompt selection. Available as Model 120, identical in appearance but for Dual-Wire system.

● **Lower Left** — Model 107 Wireless Bar Box. Colorful plastic program holder and selector case. Polished metal trim on center selector unit. Brilliantly illuminated program holder shows 12 selections on each side of selector unit. Special type clamp fits all bars, counters, tables—holds unit slightly above bar surface to facilitate cleaning. Available as Model 111, identical in appearance but for Dual-Wire system.



Study These Specifications

MODEL 123 WIRELESS WALL OR BAR BOX

(Illustrated on Front Cover)

Uses Wireless System—Cables or wires not necessary for connection to phonograph. Merely plugs into same power line to which phonograph is attached.

Coin Equipment—Single 5, 10, 25c coin entry with magnetic coin selector.

Program Holder—24 selections in illuminated holder using either standard size program slips or mimeographed sheet.

Dimensions of Case—12½" high x 10¼" wide x 5" deep.

Miscellaneous—Can be used on any 24 record Wurlitzer Phonograph. Available in 115 volt 50-60 cycle A. C. only.

MODEL 125 DUAL-WIRE WALL OR BAR BOX

Same as above except requires single 2 wire cable between each unit and the phonograph. Each box has line cord for connection to power line outlet. C Cable requires no protective covering.

MODEL 107 WIRELESS BAR BOX

(Illustrated at left)

Uses Wireless System—Cables or wires not necessary for connection to phonograph. Simply plug unit into same power line to which phonograph is attached.

Coin Equipment—Single 5c coin entry with magnetic coin selector.

Program Holder—Tilted full vision, well lighted showing 24 selections. Standard size program slips or mimeographed sheets can be used.

Dimensions on Top of Bar—5⅞" high x 4⅞" deep x 25¾" wide.

Miscellaneous—Can be used on any 24 record Wurlitzer Phonograph. Available in 115 volt 50-60 cycles A.C. only.

MODEL 111 DUAL-WIRE BAR BOX

Same as above except requires single 2 wire cable between each unit and the phonograph. Each box has line cord for connection to power line outlet. Cable requires no protective covering.

MODEL 115 WIRELESS WALL BOX

(Illustrated above)

Uses Wireless System—Cables or wires not necessary for connection to phonograph. Merely plugs into same power line to which phonograph is attached.

Coin Equipment—Single 5c coin entry with magnetic coin selector.

Program Holder—24 selections in illuminated holder using either standard size program slips or mimeographed sheet.

Dimensions of Case—10⅛" high x 10⅝" wide x 4½" deep.

Miscellaneous—Can be used on any 24 record Wurlitzer Phonograph. Available in 115 volt 50-60 cycle A.C. only.

MODEL 120 DUAL-WIRE WALL BOX

Same as above except requires single 2 wire cable between each unit and the phonograph. Each box has line cord for connection to power line outlet. Cable requires no protective covering.

THE GREATEST WALL BOX VALUE EVER OFFERED



*Sensationally
Low Priced*
WURLITZER
MODEL 100
MULTI-WIRE
WALL BOX
FOR ONLY
\$13.50

Nobody but Wurlitzer could do it—and here it is — the Model 100 Multi-Wire Wall Box for only \$13.50!

It features a handsome, durable, polished metal case with colorful trim! It has an accessible and convenient lock on the front! It offers double-strength rubber mounted glass for positive protection against breakage. It's a Wurlitzer quality job throughout!

Install these Model 100 Wall Boxes wherever there are booths or a bar.

Wurlitzer Phonograph Models 750E, 780E, and 850 either 115 volt, 50-60 cycle A.C. or 115 volt D.C. are equipped to operate one to ten Model 100 Multi-Wire Wall Boxes. No additional equipment required.

The Rudolph Wurlitzer Company, North Tonawanda, New York.
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

SPECIFICATIONS

MODEL 100 MULTI-WIRE WALL BOX

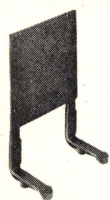
Uses Multi-Wire System—A single 30 wire cable connects boxes to phonograph. Cable must be protected with metal or wood molding. No connection to power line required.

Coin Equipment—Single 5c coin entry with magnetic coin selector.

Program Holder—24 selections illuminated. Uses standard size individual program slips or complete mimeographed sheet.

Dimensions of Case—9" wide x 9 1/4" high x 4" deep.

Miscellaneous—Can be used with any 24 record Wurlitzer Phonograph with either Model 300 or 130 phonograph adapter. Available in 115 volt 25-50-60 cycle A.C. Specify voltage and current when ordering.



ALL WURLITZER WALL BOXES MAY BE MOUNTED ON BAR, TABLE OR COUNTER WITH THESE CONVENIENT BRACKETS

Cast iron brackets of durable, wrinkle finish and adjustable for height enable wall boxes to be mounted on counter, table, or bar. Specify Model 10 Mounting Bracket for Wall Box Models 100, 115 and 130—Model 11 Mounting Bracket for Wall Boxes 123 and 125.

Side Notes

We're quite proud of this issue of **THE REVIEW** for we've added some new worthwhile features and we've discontinued some old practices that seemed wise to drop at this time. Firstly we're pretty puffed up about an exclusive publishing arrangement we've just made with **DOWN BEAT** which is, without doubt, the musician's bible today. Under this new arrangement **DOWN BEAT'S** offices from coast-to-coast and their representatives in all key centers will check and evaluate records on coin machines and classify them, in the order of their value, for music operator-subscribers to **THE REVIEW**. Our publication is happy to be able to bring this timely feature to our readers.

... **WHAT'S WRONG WITH WIRED MUSIC?** This query comes to us almost daily which accounts for this mention in "Side Notes." Wired Music is most certainly not through. It fills a very, very definite need and the hundreds and hundreds of installations in operation the country over will attest to its earning power. However you are now seeing a natural elimination process. Those who have tried to sell sets, costing them less than a thousand dollars to manufacture, for more than four thousand have had their cards called and are now either out of business, in bankruptcy or on the verge. **WIRED MUSIC** will go on. It serves a definite need and many installations will be made in the country in the 12 months ahead. **PLAY SAFE!** Buy your equipment only from reputable sources. If you are in doubt . . . **WRITE US.** We'll be happy to cull the sheep from the goats for you!!

Another regular query is "What About Coin-Operated Movies?" Our answer must necessarily be brief because of space. As was to be expected free-lancers from the movie colony saw a "get-rich-quick" chance in coin-operated movies. They moved in to 'clip' the boys as rapidly as they could. Vallee embarrassed himself as did several others but little by little the promoters are being frozen out and the business is getting down to being a safe-and-sane field for operators. There are four firms that have proven they are not of a promotion nature and are interested in sales to operators only. Product is rapidly becoming available and we look to a tremendous future for this new branch of the industry.

—Paul Blackford.

The COIN MACHINE REVIEW

*For the wrong that needs resistance;
For the cause that lacks assistance;
For the future in the distance,
And the good that it can do!*

March, 1941

Don't Miss—

- PUBLIC RELATIONS—as Applied to the Coin Machine Industry** 9
Wherein LeRoy Stein, capable Association executive and Manager of the Amusement Board of Trade of New Jersey sets forth points upon which to base a worthwhile program.
- "The Pringle Tree"** 11
Another of the increasingly popular "Outside-of-the-Industry" features appearing exclusively in this publication. You will enjoy this historical oddity specially written for **REVIEW** readers by M. M. Green of Buckhannon, W. Va.
- Interesting Characters of the Old West** 15
This is the first of a series dealing with unusual people who helped make the old West. In this issue Jay Charles tells of how Curly Bill voted all the wild life in San Simon, Arizona, to express his disapproval of the candidate running for Sheriff.
- Are Crosby and Paramount Trying to Kill the Phonograph Operating Industry?** 31
Bing, the "dough man" for thousands of operators, is ready to do a picture for Paramount called "Juke Box War." It **must not** be made. Add your weight to this problem now!
- An Operator's Dream Comes True** 39
B. K. Anderson, our Kansas City representative, has found a success story in Central Distributing that reads like a Horatio Alger yarn.
- Take A Look At Your Lease** 41
Ernest W. Fair points out things which the wise coin machine man will consider before signing a lease. Here is an article that should be clipped and filed by everyone in this industry for availability at such time as this information might be of value . . . and possibly, worth oodles of money to you.

Plus

Twenty-seven **EXCLUSIVE** departments, written by paid staff correspondents stationed in all of the key centers of the nation . . . the new **MOVIES** Department . . . and a new and exclusive record feature on page 46 through a special publishing arrangement with **DOWN BEAT**, the musician's bible.

Cover—

Joan McCarthy, whose pappy and mammy came from the ole sod, doesn't object one whit to posing with this special Saint Patrick's Day bonnet. A specially produced cover for the March **REVIEW**. Staged and executed in Hollywood.

THE COIN MACHINE REVIEW
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COIN
MACHINE
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7

FOR
MARCH
1941

ROLL A PACK

**THE NEWEST and MOST FASCINATING COUNTER
CIGARETTE DICE GAME EVER DEvised**

**ROLL A PACK HAS REEL ACTION
WHICH GIVES YOU REAL SUSPENSE!
ITS 1-2-3, CLICK-CLICK-CLICK ACTION
MEANS \$\$\$\$ FOR YOU!**



COIN
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FOR
MARCH
1941

Roll A Pack is not only a clever device, its beautiful modern Design and Color Combinations will be welcomed by every location in your territory.

Roll A Pack has a beautiful solid natural birch cabinet; its mechanism is precision made and of the finest materials obtainable, all of which are plated or enameled.

Roll A Pack is not just another counter game; it is new and different! It took many months to develop Roll A Pack, a quality counter game, low in price, that will stand up and earn profits for you day after day!

Roll A Pack can make you more money on location than any other counter game yet devised! Get your share of these great profit producers at once! Now! Buy them by the case!

Roll A Pack looks right, works right and is priced right!

Sample ROLL A PACK

just **\$12.50**

Case of 4 ROLL A PACKS

only **\$45.00**

Buy Roll A Packs by the case and save yourself \$5.00

All orders require 1/3 certified deposit, balance C. O. D.

Notice to Operators and Jobbers:
Reliable Vending & Nut Supply Co., 1827 S. Hope St., Los Angeles, Calif., is Exclusive Distributor for states of California, Washington and Oregon, on all Victor Products.

VICTOR VENDING CORPORATION

5711 Grand Ave.,

Chicago, Ill.

PUBLIC RELATIONS -- as Applied to the Coin Machine Industry

By LE ROY STEIN

Manager, Amusement Board of Trade of N. J.

ONE OF the duties of a manager of a trade association is to act as arbiter in the matter of disputes between members of his association.

Despite the fact that the manager may have had a number of years of experience in the industry, and may know every trick of trade, he will sometimes be rebuffed by the remark, "Shoemaker, stick to your last."

In accepting the rebuff for what it is worth, may I "stick to my last" by calling your attention to the purpose and value of trade associations by quoting from the principles of the American Trade Association Executives, in which I am proud to say I hold active membership.

The American Trade Association Executives is an organization composed of qualified association managers, who represent approved trade associations. It offers an unlimited source of information and experience in trade association method and procedure, in activities, in exchange of knowledge concerning government and legislative affairs as wide and varied as the hundreds of industries represented, and a coordination of the effort to secure understanding and appreciation of the trade association movement.

In its broader aspects it seeks to establish a better and wider public understanding of the purposes and functions of responsible trade associations, the professional standards of service and conduct which they maintain, and the character of service it renders. It endeavors to secure recognition, an appreciation of the trade association as an effective instrument for developing standards of business and profit, and an approach to larger public questions.

These purposes are translated into activities which encompass—

1. Public understanding.
2. Cooperative relationships with schools and colleges.
3. Studies in management.
4. Current information.
5. Discussion forums.

Recognizing that the purpose of the trade association is to render service to its members and to the public, to promote better business, which depends upon confidence and which calls for proper reward in the form of reasonable profits, the members of the American Trade Association pledge themselves to the best of their ability—

1. To furnish well-informed, constructive and effective leadership to our industries or trades in the management of the organizations placed in our charge.
2. To collect and disseminate openly and fairly, information that will help the business enterprises we represent to deserve earning and public recognition commensurate with risks taken and service rendered, and that will protect them against unfair and untrue statements.
3. To promote integrity and efficient service in the industries and trades we represent and to assist in the elimination of uneconomic and artificial conditions, such as inflation of credit,

over-expansion, over-buying, over-stimulation of sales and wasteful competition, all of which are injurious to business stability and to industrial progress.

4. To deal fairly and without discrimination with all our members, and not to accept compensation or gratuities or otherwise to create conditions subversive of loyal and disinterested service.
5. To oppose improper business methods and unfair and discriminatory practices of every kind, and to promote in their stead the adoption of sound methods and fair practices.
6. To contribute, to the fullest extent of our ability and opportunity, to the creation and preservation of right relations between employer, employee, capital, management, the government and the public.
7. To cooperate in furthering the trade association movement in such measure as is advantageous to the participating business groups and in keeping with public policy, and to share with our colleagues knowledge and experience gained.
8. To discharge our responsibility to our organization and to the public conscientiously, courageously and capably, thus fostering better business in the broadest meaning of that term.

The unprecedented success of the Amusement Board of Trade of New Jersey, Inc., has been in a large measure due to the strictest adherence to the principles of management as suggested by the American Trade Association Executives.

The policy of the association has been shaped in accordance with the standards adopted by other successful associations. The Constitution, the By-Laws, and the Code of Fair Trade Practices has been designed to include, in general, those which have been found workable in other trade associations, but with additions peculiarly to our own industry.

The accounting system installed by the association is predicated upon the principles of good association management, while the services rendered are those which, in the main, are offered by the most successful associations.

In short, the Amusement Board of Trade of New Jersey, Inc., has avoided the costly mistakes made by some associations in the Coin Machine Industry because it has taken advantage of the services offered by the American Trade Association Executives, and in particular, because it has recognized the necessity of following in the footsteps of those who have been through the trials and tribulations of association activities.

Trade association managers who hold membership in the American Trade Association Executives are offered a course of instruction of collegiate standards, helpful hints on trade association management, and a series of bulletins, all of which are intended to inculcate the most advanced principles of association guidance.

To be successful in its chosen field, a trade association must be properly managed

—its manager should be qualified and trained in Association work, he should always be on the alert, willing to advance himself in his chosen profession, ready to learn something new each day, keep abreast of the times, develop a vision to the end that his services may be of increasing value to his association, and through which he may have profit and pleasure in his work.

Every association in the Coin Machine Industry can be a successful association, if it will follow these principles and guide itself accordingly in its own trading area.

The associations who are successful are to be congratulated because they serve as a beacon light to those operators who have not yet learned the value of cooperation for mutual benefit. ♦

AOLAC Continues Minor, Accident Prevention Drives

LOS ANGELES—Long noted locally for their interest and co-operation in civic affairs, the Associated Operators of Los Angeles County, Inc., is continuing two very worthy efforts. First of these is aid to the Juvenile Crime Prevention Bureau in eliminating "minor play." Strict steps were taken by the Association's board of directors as long ago as November, 1937, when they passed a resolution to the effect that any member who knowingly allowed any of his locations to cater to the patronage of minors should be expelled from further membership.

Further strengthening that attitude a recent bulletin of the Association demands that merchants be warned of the rule and that machines be removed from all locations where merchants refuse to co-operate; no further equipment will be placed in such locations thereafter. And any member who fails to take the necessary action with that object in view, or who, after notice that such a violation has been permitted, fails to remove his games from the location, becomes subject to the same penalties as those provided for the punishment of violations of the law.

Second major effort is the AOLAC's traffic safety campaign. Stickers have been issued members for carrying word of the safety drive on all vehicles owned and used by them, and the need for safe driving, particularly in the vicinity of schools, and whenever there is coin operated equipment in the vehicle, is stressed repeatedly.

In 1940 traffic accidents killed 35,000 persons, injured more than 1,300,000 others. On an average day last year automobile accidents took twice the number of lives lost in the Kenvil, N. J., powder blast, three times the toll of the Georgia-South Carolina hurricane, and four times that of the Little Falls train wreck or the Lovetsville airplane crash.

Exceeding the speed limit was responsible for 40 percent of the fatalities and 26 percent of the injuries in 1940. Almost 86 percent of all fatal accidents occurred in clear weather and almost 78 percent happened when the road surface was dry. More than 97 percent of all drivers involved in accidents had a year or more of vehicle operating experience. The need for care on the road is obvious but easily forgotten, and the Association repeats the warning continually.

The Travelers Insurance Co. of Hartford, Conn., recently published a striking and informative booklet on this subject, titled "Here Today—" copies of which are available to those interested either from the company or its representatives. ♦

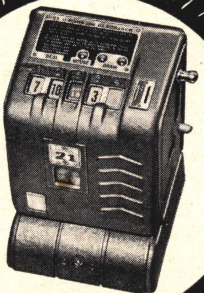
COIN
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**IT'S DAVAL'S
"21"
FOR '41**

★ Reel 21—blackjack—play with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Pennies—more than \$35.00 in Nickels! 1c or 5c or 10c models. The greatest moneymaking counter game ever built! Perfect Small Size! QUICK! RUSH YOUR ORDER NOW!

SAMPLE - - - - \$19.75
CASE OF 4 - - - \$72.50
1/3 With Order, Bal. C.O.D.



HERB McCLELLAN CO. 1347 W. WASHINGTON
LOS ANGELES, CALIF.

British Spirit Seen In Letter to Rabkin

LONG ISLAND CITY, N. Y.—The undaunted courageous spirit and splendid fortitude of the British in the raging and bitter struggle, the calm certainty of ultimate victory—never doubted in the first place—has been further revealed in a letter to William Rabkin, of International Mutoscope Reel Co., from the head of one of England's leading coin machine firms. Almost a month in crossing the seas, the letter said, in part:

"Since your letter was written after the fall of Sidi-Barrani we have confirmation of the fall of Tobruk. Boy, those Italians must be busy trying to catch up with their horses. I wonder if we give the captured admirals and generals the kind of banquets you used to give us on our visits to the States?"

"You would be greatly surprised if you could see our people over here. Everybody smiles and 'wisecracks' the same as ever and go about their business just as they did before the war. Depression is not known in this country and we certainly have no room for it here. We are absolutely confident of the outcome and the results of this terrific struggle. The next six months will bring such results that will surprise the world.

"Well, that is how we feel about it." ♦

Big Top Favored

CHICAGO—Discussing market trends, Bally Mfg. Co.'s President Ray Moloney recently stated that demand for console equipment is increasing daily as the spring season approaches. "This is particularly true of the Bally Big-Top console bell which is now in operation in practically all sections of the country," he declared. "Operators' reports prove that Big-Top steps up earnings and gets locations other bells are forbidden." ♦

Long-Awaited "21" Introduced by Daval

CHICAGO—In keeping with their standing policy of "giving operators the game they need at the time they need it," The Daval Co. has introduced their newest counter unit, Daval's "21." The device has been underway for some time and the trade has been anticipating it but, again according to custom, presentation was withheld until it was possible to make immediate deliveries on all initial orders.

"We were over-ordered when we displayed the machine quietly to our leading distributors, and there is no doubt that everyone of these men would have taken our entire stock immediately. But," explained Executive Dave Helfenbein, "to play fair with all of our men, we are equally sharing our first huge stock and therefore everyone will receive a like number of machines; as our production gets further underway we shall ship in huge quantities.

"The demand at the present time from all of our distributors is that we ship in cases of four machines each. They tell us that Daval's "21" has taken the country by storm, and as a result we have received more initial orders on it than we have on machines which have been on the market for some months."

Developed in an experimental department which does nothing but follow the suggestions forwarded by operators, jobbers and distributors from the standpoint of making it easier to operate any Daval game, Daval's "21" is said to have simplified routine to the point where the average operator can place three times as many of the machines and service and collect them faster than he did in former years with a third the number.

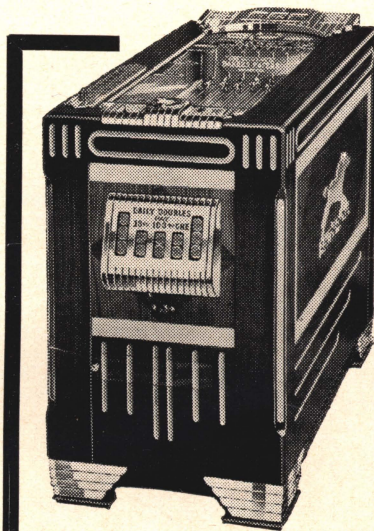
Some comparisons have been made between the old Reel "21" game and the new Daval's "21." According to men who assem-

bled both, there is actually no comparison. Daval's "21" not only features the automatic coin divider and two extra-large separate cash boxes, but it is also much smaller in size, simpler in construction, and more attractive in appearance than Reel "21". The newer game's smaller size provides a more tantalizing action, and its precision-building is a major improvement, these workers declare.

Executives of the firm indicate that advance earning-tests proved the smaller game to be a bigger moneymaker than Reel "21"—which, they admit, is "saying something" in view of the record the earlier game made as the greatest counter-unit earner of all time.

Features of the equipment, in addition to large, divided cashboxes, include a ball gum vendor built right into the machine so that it is easily discernible, and fully-protected shutters which require the player to follow in rotation or otherwise the buttons will not work, it is claimed.

There are no screws, nuts or bolts to take out of the Daval mechanism to remove it from the cabinet; a simple, spring-controlled release lever slides the works into the operator's hand where he can adjust it without need for special tools. The mechanism itself carries an unconditional two-year guarantee, executives point out. ♦



Baker's Pacers

Aristocrat of Consoles

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1941 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

**Buy With Confidence
Own With Pride**

**The BAKER NOVELTY
CO., INC.**

2626 Washington Blvd. Chicago

OPERATORS

Nebraska's oldest Distributor of Coin-Operated Amusement and Coin Devices invites you to write for prices on any type of coin-operated game, either NEW or USED!

We can supply your needs at prices that will be amazing to you!

HOWARD SALES COMPANY

(TONY MANGANO)

1206 Farnam Street

Omaha, Nebraska

COIN
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FOR
MARCH
1941

The Pringle Tree

An "Out-of-the-Industry"

Feature by

M. M. GREEN

BACK, just off a little country lane in Upshur county, West Virginia, stands a large, hollow, sycamore tree, third generation of the famous Pringle tree, which marks the site of the first permanent English settlement west of the Alleghenies.

Here, in 1764, the Pringle brothers made their wilderness home in a tree. Here, the first fields west of the mountains were cleared and crops sown.

Located about three miles from the sleepy little college town of Buckhannon, the tree is just at the edge of a small stream, Turkey Run, which enters the Buckhannon river at that point. The river was known as "the water of many bends" by the Indians.

The town and the river were named for a stalwart and noble Delaware leader, Chief Buckongahanon, who tried to wipe the palefaces from his wild and beautiful land because they smoked the pipe of peace and then broke their pact. Here started the agitation between the whites and the red men which led to Dunmore's Bloody War, the first battle of the Revolution.

The story of the Pringle brothers and their life in a tree began at Fort Pitt 180 years ago. Among the English soldiers stationed at the fort, which was at the junction of the Monongahela and Allegheny rivers where Pittsburgh lies today, were John Pringle and his elder brother, Samuel.

In 1761, the brothers, along with two companions — William Childers and John Lindsey — deserted the English garrison and left their fight with the French and Indians behind.

Following the winding course of the Monongahela to George's Creek, near where Geneva, Pa., is today, they camped for a short time. Then, taking up the trail again, they moved to the headwaters of the Youghiogheny river where they lived for a year.

While on a hunting trip one day, Samuel Pringle discovered a path which he believed would lead the group to the inhabited part of Virginia. His comrades were interested in moving on, so the four woodsmen-soldiers started once again.

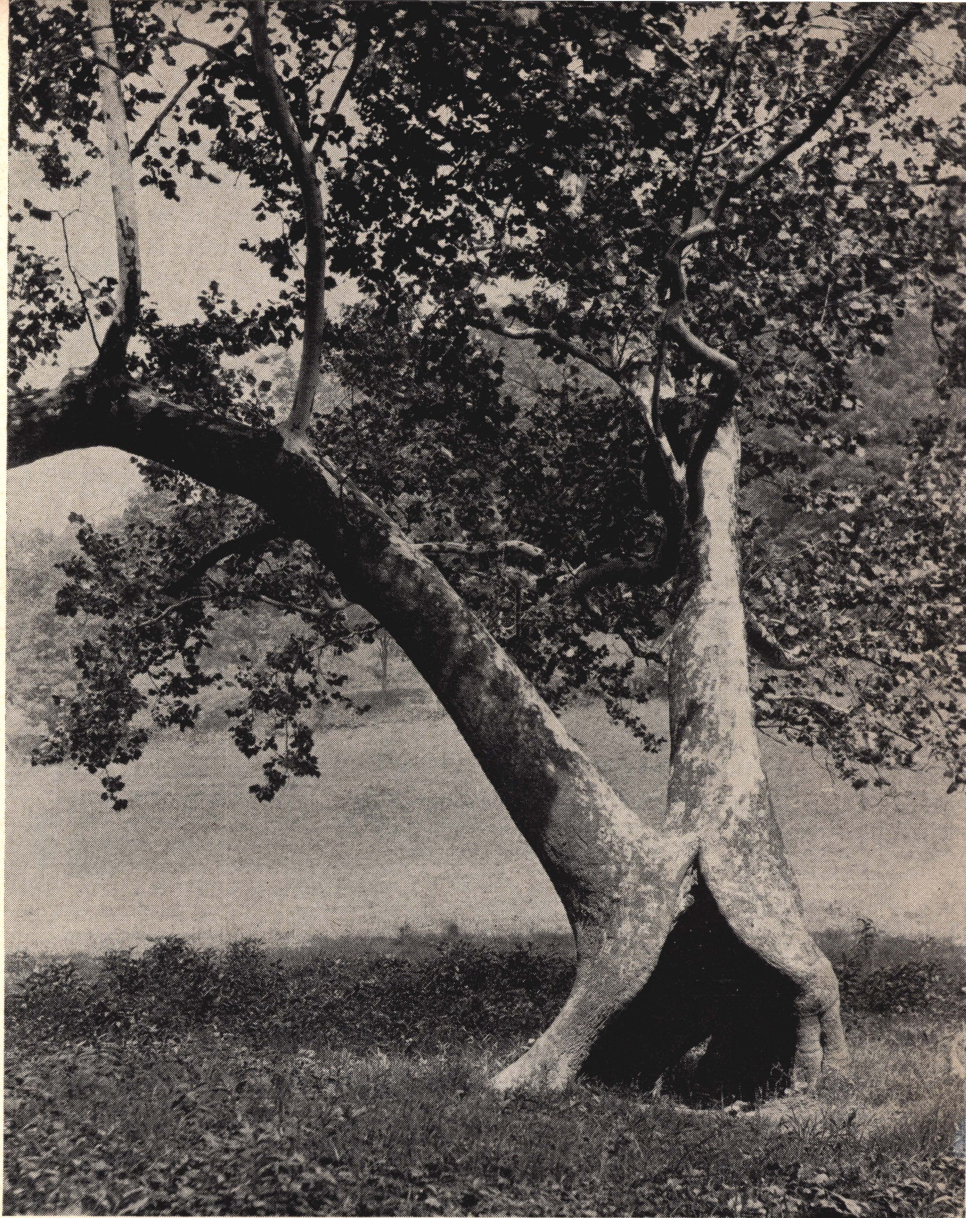
After many days of travel they reached the Looney's Creek settlement, then the most remote outpost in Virginia. Soon after their arrival they were recognized as deserters and Childers and Lindsey were arrested. Running quickly into the forest, the Pringles escaped and went to their former camp on the Youghiogheny, where they lived until 1864.

Loving to explore the wilds as they did, their Youghiogheny home soon began to oppress them, and they longed to go deeper into the forests and find what awaited them across the mountains. So, with John Simpson, for whom they were trapping at the time, they started again into the hills.

Their journey proved uneventful as they went further and further into the primitive and untouched forests. Then, on the day the three reached the Horseshoe Bend, near where the small town of Parsons, West Virginia, is today, one of the Pringles and Simpson had an argument. As time wore on, the two could not settle their differences, and they decided it was time to go separate ways.

The two Pringles went together, following the Tygart river for some distance. One night as they sat hunched beside the fire eating their evening meal, Samuel's strange knowledge of the forest told him that something was wrong. Warning John to be silent, Samuel led him away from the spot and confided his belief that unfriendly Indians were near.

As they hid in a thicket of laurel, the hooting of an owl was heard through the stillness of the night. Shortly, an answering hoot came from the opposite side of their camp. As the two broke and ran from the site, the shrill war whoops of the painted red men pierced the woods.



Pringle Tree, as it appears today. The present tree is the third generation of a hollow sycamore tree which made a home for two pioneers in the 1760's. The tree is about 43 inches across inside and has a circumference of 10 feet. The original tree was about three times this size.

Travelling with the greatest of speed all through the night, never daring to stop, the Pringles finally threw their pursuers off the trail when they crossed the Buckhannon river. Going up the left bank of the river the next afternoon, they saw a wolf entering a large, hollow, sycamore tree. Immediately they went to see if they could secure shelter, as a thunder storm was coming.

The tree trunk was completely hollow, and large enough for the two to make a permanent camp inside. They found that a nine-foot pole could be turned entirely around in the tree without touching the sides. The trunk was about 30 feet in circumference and nearly 11 feet at its widest part. In order to have more light and ventilation, the brothers chopped a hole in the side of the tree opposite the doorway.

So, for two years the brothers lived in the wilds, seeing no white men other than themselves. Game was plentiful, and no hostile Indians were seen. They delighted in the fierceness of the country, with its rolling hills, sharp mountains, and clear, winding stream, where trout and bass leaped high.

But, the day came when they faced the sharp realization that they had but two charges of powder left. Without powder they faced certain starvation. So, late in the fall it was decided that John would make the trip back to the civilization from which they had come. With him he took their many furs to trade for powder and other wants. During all this time alone they had had no salt, no bread, and no garden vegetables.

Due to ill fortune from many sides, John's return was delayed several times. Samuel, alone in the woods, hoarded his precious charges of powder until necessity forced him to hunt food. Taking careful aim one day, he fired at a large buck — and missed!

IT'S "21" FOR '41—



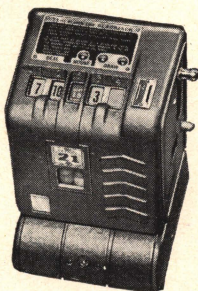
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REEL 21
"ACCORDING
TO NOYLE"
★

The greatest, most
thrilling, most
beautiful counter
game in all his-
tory! RUSH
YOUR ORDER
TO US TODAY!

1/3 Deposit,
Balance C.O.D.

**SAMPLE
\$19.75**

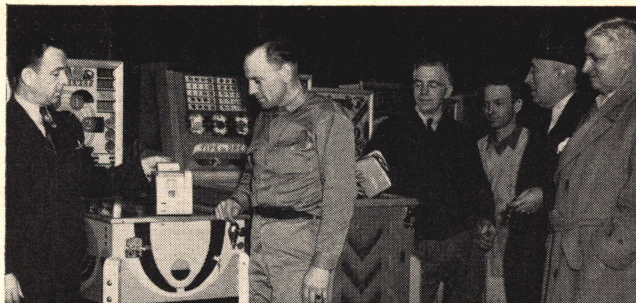
**CASE OF 4
\$72.50**



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1021 Golden Gate Ave., San Francisco
2837 W. Pico St., Los Angeles

WESTERN DISTRIBUTORS
3126 Elliott, Seattle, Wash.
1226 S. W. 16th St., Portland, Ore.

Herb McClellan, left,
of the Herb McClel-
lan Company in Los
Angeles, explains to
his service man, the
redeeming features of
Daval "Cub" and
"Ace" while a group
of interested opera-
tors listen in.



answering call. And then John was stand-
ing over him! John had really returned!

Along with the much needed food, John
brought word that at last the French and
Indian war was over, and they no longer
needed to fear being arrested as deserters.
So the brothers decided to leave the tree
which had been their home for two years and
go to the East.

Returning to the South Branch of the
Potomac, they told their friends of the
wonderful land opportunities in the West
Virginia mountains and of the fertile valley
near their home site there.

Tales of the beauty and wildness of the
country appealed to their other rugged
frontiersmen friends and soon a small party
willingly agreed to return with them.

The first of these pioneers came to this
region for actual settlement in the spring
of 1769. Soon other settlers came from Ohio
and the country began to thrive. Today,
descendants of these first people still live
on the land their forefathers staked off as
their own. The ground is still fertile and
productive.

And on the spot where the first large
sycamore stood, is the third. The first fell
more than a hundred years ago. From the
roots sprang a second tree which was swept
away in a flood. Today, a third tree stands,
proving the life and enterprise in the old
root. By a single coincidence it has a
cavity in its trunk which will shelter two
men from a thunder storm. And on the
opposite side, where two woodsmen cut an
extra hole for light nature has provided a
slit in the tree. ♦

New District Manager

CHICAGO—Virgil "Chris" Christopher,
well-known coinman, has been named
Southern district manager of Bally Mfg.
Co., according to General Salesmanager
George Jenkins' announcement. Territory
he will cover includes Florida, Georgia,
Alabama, Mississippi, Tennessee, Arkansas
and Louisiana. Jenkins declares that this
direct field contact with distributors and
operators will benefit customers and factory
alike. Christopher will endeavor to coordi-
nate new uniform standards aimed at reach-
ing highest possible degree of market sta-
bilization and coin machine prosperity in
his territory. ♦

Groetchen Factory Hums On Pike's Peak Orders

CHICAGO — Capacity production on
Pike's Peak, plus special emergency meas-
ures, have failed to make a dent in the
mountain of orders on hand for this spec-
tacular money-maker, according to Carroll
E. Vetterick (Vet) of Groetchen Tool
Company.

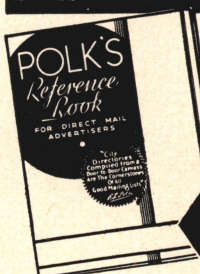
Exhibiting a long-distance order for fifty
Pike's Peak just received from Pittsburgh,
he said these were for a single operator
whose daily collections on Pike's Peak
averaged more than one-half the cost of
his machines.

"This is not an unusual report," Vet-
terick stated. "Dozens of testimonials have
been received which far outdistance any
claims we have made for Pike's Peak.
And since there is no necessity of making
payouts or awards, the operator 'pockets'
at least half of these big collections.

"Pike's Peak is definitely the game the
industry needed. In addition to the favor-
able reaction it is receiving in territories
long closed to other types of coin machines,
this 5-ball amusement game is creating the
kind of prosperity operators have not
known since the peak of the pin table
boom," Vetterick declared.

"Operators everywhere are disappointed
in not being able to purchase enough Pike's
Peak for waiting locations. Delays have
been caused by the tremendous task of
assembling this game, which requires
exacting workmanship. While 'short cuts'
might enable us to double production we
are determined that every Pike's Peak
must be perfect when it is unpacked and
rushed to its location," Vetterick stated.

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NASHVILLE, TENN.

COIN
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12
FOR
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FAST PROFITS!

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(Remember Lot-O-Fun?)

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DELIVERY**

\$104⁵⁰

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1140-1150 N. KOSTNER AVE. CHICAGO, ILL.



COIN
MACHINE
REVIEW

13
FOR
MARCH
1941

PAC. NORTHWEST

Covered By
LOUIS KARNOFSKY

SEATTLE (RC) — Harper-Meggee, distributors for Victor and Bluebird records, was a hot-bed of news last month. The opening gun was fired with the announcement that the firm's Portland office is opening a record department. Personable Tom Curry, ex-Seattle branch ace, and recently H-M's wandering Rose City ambassador of goodwill, takes over the managerial reins, aided and abetted by Mrs. Maye Grinde, a Seattle transferee.

Item No. 2 in the Harper-Meggee news-reel: Marie Palmerton, eager-eyed business college graduate, is annexed to the force.

Item 3: A parachutist was discovered bailing out on the firm's roof-top, but on closer scrutiny, it was found to be Danny Cupid. He left his lethal mark with Don Oakley, shipping clerk, and Beulah Holben of the record set. Engagement announcement followed.

Item 4: The firm's employees watched in breathless suspense the photoflash finish between Danny Cupid, of Item 3 fame, and the old boy with the white whiskers familiarly known as Uncle Sam. Tom Cater, stock clerk, woke up one morning and found he was No. 349 on the call order of his local draft board. Several months later, he appeared for his physical exam. Unc Sam slipped one arm around his shoulder and gave him until February 24 to appeal the board's decision. But Danny Cupid, chuckling gleefully, slipped in with a Friday punch, and Tom became a benedict on Feb-

ruary 21 — with a full-fledged dependent whispering sweet somethings in his ear. At last reports, Unc Sam was beating a strategic retreat.

January was Blessed Event Month on the Row and the offsprings were storked in such profusion that we missed one in the shuffle. It was a New Year Day Special, consigned to Mrs. Fred Wolters. The red-headed papa is Gardner Punchboard's Northwest representative. The red-headed heir has been christened Paul.

"Now let me tell you about my operation..." These words are the quickest prelude to inducing sleep that have ever been spoken, but when Mrs. Ron Pepple reels off the details, sheer amazement sweeps boredom aside. Here's a case history of Mrs. Pepple's surgical: February 1 — gall bladder removed, a major operation. February 10 — dismissed from hospital. And a week later conducting all her affairs in normal manner; even to helping Hubby Ron at Northwest Sales! Miraculous? We'll leave it to you to pick a better word, if you can.

Dick Swapp would gladly swap his present occupation for his old one. One of the most popular route men to leave the phono trail, Dick is an army private at Camp Murray, trying hard to fight off the waves of phonograph nostalgia that assail him every time he hears a strain of music.

A member of the B.P.O.E., C. J. Cassutt, joined 100 other Elks from Seattle and Portland for a special trip to San Francisco. While relaxation and pleasure were keynotes, C. J. also had an ear to the ground for the clinking of coins. He installed a Mills Four Bells in the buffet car and turned his jaunt into a dividend-paying affair.

COININGS ON THE CUFF — Michael

John Staed, age one month, is looking more like the old man every day; but Mrs. Bill Staed is having a long, hard pull at Swedish Hospital. . . . Fortunes of Frank Countner continue to zoom upward. A couple of months ago, a 1941 Ford pick-up was added to the phono fleet; this month it's a '41 Studebaker truck.

A quick flash from "Pulchritude, Inc.": Stock in this corporation has plunged to new low depths now that Belva Eckstrand has resigned. . . . Bill Duggan, owner of Puget Sound Amusement, is in Florida building a hotel, while his ace lieutenant, Clyde Newton, is in Seattle building sales volume. . . . Things You Have to See to Believe Department: Briz Crabtree, strictly an on-the-wagon-man these days, imbibing Coca Cola, while Johnny Michael, sitting a few paces away, was sliding down champagne.

C. T. McKelvy, Seeburg's director of sales, occupied top spot in the billing at the 1941 phono showing early in March. . . . A. F. McFee, the Wallace, Idaho, op, has returned from a fortnight's stay at Hot Springs, Mont., where he gave his rheumatism a good boiling out. . . . The Hart Novelty basketball five is such a flashy quintet they are talking of entering it in the National A.A.U. tournament. . . . Mrs. Bob Farrell is recovering nicely after having an obstreperous appendix removed.

The Bureau of Missing Persons, the F.B.I. and the sheriff's bloodhounds beat a futile path in their search for Buck Weaver, Ken Shyvers' mechanic. A week later, Buck walked into the office as serene as you please and wanted to know what the furore was all about.

Dick Robinson, recently transferred from Jack Moore's Spokane branch to handle the



★ Reel 21—blackjack—play with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Pennies—more than \$35.00 in Nickels! 1c or 5c or 10c models. The greatest moneymaking counter game ever built! Perfect Small Size! QUICK! RUSH YOUR ORDER NOW!

**SAMPLE - - - - \$19.75
CASE OF 4 - - - \$72.50
1/3 With Order, Bal. C.O.D.**



MAC MOHR COMPANY 2916 W. PICO BLVD.
LOS ANGELES, CALIF.

phonos at Seattle, is occupant of the flashiest office on the Row. . . . Frank Ridley, service man, is the newest addition to Thomas Gum. Believe it or doubt it—that company, noted for its rapid ownership changes, continues to have the same proprietor the second month in the row. Which is practically a new record.

A new baby in January; a new automobile in February. What'll it be in March? The object of Coin Row's latest guessing game is Curly Gohr. . . . Edith Alexander is out and Gertrude Anderson is in at Puget Sound Novelty. . . . What goes on here—a second childhood? Ella Sindars of Heberling Bros. was confined at home for a few days with—of all things—German measles! . . . His parents are landscapers; his parents' parents were landscapers; so why shouldn't he be one, too? So reasoned Howard Didrickson, when he sold his route to Johnny Michael and returned to Mount Vernon. . . . Chet Swan was pulled out from the tire department and injected into the ever-increasing phonograph department at Sunset Electric. This is the only case of its kind where a tire man pumped new life into a waxed disc. . . . Add new car owners: Briz Crabtree, who turned in his '38 Buick for a '41 Chrysler.

We knew it was coming, readers, and sure enough—here it is. With all the blessed eventing taking place on the Row these past months, we figured it was just a matter of time before a story such as the following would make its appearance. It concerns the coinman who was pacing the hospital corridor. He bit off all his fingernails, chewed up a couple of cigars, and still beat a steady tempo on the floor. Then the nurse came in. The expectant father, practically a nervous wreck by now, gulped a couple of times, then managed to blurt out: "Well, what is it?" Whereupon (and get the curtain ready for the blackout, Oscar) the nurse smiled sweetly, as only nurses can smile, and said: "It has your features, but not your fixtures."



"That's the baby," declares Mac Sanders, Los Angeles, as he gives a new baby spank to the bottom of a Daval Reel 21 game. Sol Hanlon, left, is waiting his opportunity to add an approving pat.

Hy-G Amusement In New Location

MINNEAPOLIS—Hy-G Amusement Co. held a grand opening of new quarters at 1415 Washington Avenue South, here, during the afternoons and evenings of February 28 and March 1.

Sizable crowds thronged the new location, inspecting the premises, partaking of lavish refreshments, and getting first-looks at the 1941 Seeburgs in their Northwest premiere.

Sea Hawk Launched By Gottlieb

CHICAGO—What ho! Gottlieb's latest, Sea Hawk, is bringing out the sailors in the coin machine industry and making nautical (not naughty!) language the official language at D. Gottlieb & Co., say officials of the company. Only recently introduced, the game is creating tumultuous excitement in the trade and provoking many wisecracks in salt-water language from distributors and operators keen on speeding up delivery. One wire from New York pleaded thusly: "Try and launch Sea Hawk for fast delivery" to which Nate Gottlieb, vice-president of the company, wired back sailor-fashion, "Due to New York harbor complications, having difficulty entering your port. Signed, Admiral Von Gottlieb."

"With tangy salt water atmosphere its playing theme, and its hold loaded with profit-treasures for operators, this sea-faring novelty is scoring a unique triumph of success," said Nate. "Operators and distributors are clamoring for more and faster delivery, and it taxes our ingenuity to keep up with their sailor jargon puns. Sol Gottlieb, now in New York, has been drafted into emergency service by our company to act as official 'Appeaser' in order to keep everybody down east in shipshape contentment till their good ship Sea Hawk gloriously comes sailing in for them."

In Europe now they are re-arming everything but the Venus de Milo.

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Los Angeles, Calif.

Interesting CHARACTERS of the Old West

By JAY CHARLES

Curly Bill Takes Up Politics

Curly Bill was as usual in his chair in front of Nick Babcock's saloon, comfortable in the shade of the live oak tree. In his right hand he held his six shooter, his left a bottle of beer. From time to time he shot at a chipmunk or lizard as it scurried along but as he usually hit what he shot at chipmunks and lizards became scarce in Galeyville and Curly Bill occupied the intervening time perforating tin cans of which there were always plenty.

Nick's saloon had that side of the one street all to itself, being the only building. All the stores and saloons in Galeyville were on the opposite side facing Turkey Creek and the Chiricahuas. As the sound of shots was no novelty in the outlaw capital no one paid any attention between forays over the border, cattle rustling in Arizona and New Mexico or after a trip to nearby Tombstone to "buck the tiger".

Curly was looking at the sun through the bottom of his beer bottle when a horseman swung into the street, loped toward him and came to a halt alongside. Dismounting somewhat stiffly the rider tied his horse to the ground and looked sourly at Curly Bill. The look meant nothing, however for John Ringo was a dour man seldom known to smile and considerable of a mystery even to the other members of the outlaw band.

Looking up, grinning, Curly tossed the empty bottle in the air and shattered it with a single shot before it reached the ground. "What's eatin' yuh, John?"

"Tomorrow is election day and San Simon is expecting to turn in quite a vote for Bob Paul for Sheriff of Pima County."

"Now ain't that Hell? Runnin' a stage coach shotgun messenger for Sheriff. Next thing yuh know they'll be bringin' law an' order to Galeyville."

They both laughed at the idea of anyone attempting to dispute leadership with Curly Bill, recognized king of the outlaws in Arizona.

"Just the same we gotta' do something about it, John. Bob's too damn close to Wyatt Earp. Charley Shibble is our man an' we're going to vote for him, solid. Come on."

They visited Nick Babcock's saloon, Jack Dall's Drink Emporium and Shotwell's store, rounding up Joe Hill, Dick Lloyd, Milt Hicks, Tom and Frank McLowery and Ike Clanton and set out for San Simon. Now the votes of all San Simon totalled not more than thirty odd and mattered little in the coming election, but Curly Bill was boss, political and otherwise of the San Simon Valley and it behooved him to see to it that a proper contempt of all shotgun messengers and Bob Paul in particular was recorded at the polls. When the election officials in Tucson counted the ballots from Curly Bill's bailiwick they'd know what was what.

The little troop of politicians rode into

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FOR IMMEDIATE DELIVERY

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SEA HAWK
VELVET
SLUGGER

SCHOOL DAYS
SUNBEAM
SPARKY

LIBERTY with Cigarette Reels, Fruit Reels, Sport Reels,
1c, 5c or 10c play.....\$32.50

SPARKS with Cigarette Reels, Sport Reels, Token Pay-
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PIKES PEAK, adjustable high score feature supplied,
skill counter game, 1c or 5c play..... 29.50

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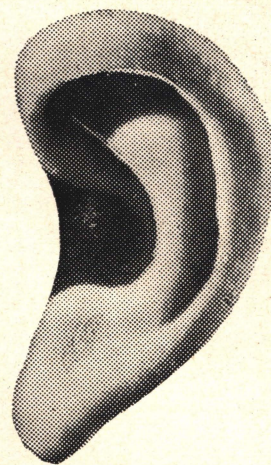
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COIN
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San Simon, dirty, dusty and thirsty. As a matter of habit they made for the saloon where they corrected the latter evil before making known their purpose; to see to it that San Simon went on record as being one hundred per cent for Shibble. Any ideas had about voting for Bob Paul were promptly dismissed for Curly Bill and his outlaws took such matters very seriously indeed. So the word got around that night that on the morrow San Simon would rally manfully against the cause of law and order by casting every vote for Charles Shibble, the outlaw's choice.

Just to make sure Curly Bill and his gang took charge of the election, inspecting every ballot, counting noses and seeing to it that every man of twenty-one years of age and over voted. This accomplished, it seemed that there was nothing more to be

done but Curly Bill got an inspiration.

"Hold on there a minute, boys. This here vote's not near enough for a town like San Simon. We gotta' have more votes."

"But Bill," John Ringo protested, "every man's voted. There ain't no more voters."

"Yes there is. The women and kids ain't voted. Round 'em up and vote 'em."

"Bill you know as well as I do that women and children can't vote. It's against the law."

"To hell with the law!" Bill roared with laughter. "Since when has Curly Bill, or you John Ringo, or any of us bothered about law? Come on, get them women and kids an' be sure they vote for Charlie."

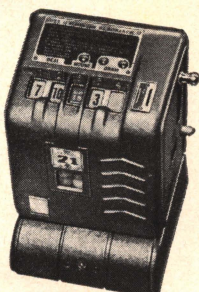
Fearfully the women did as they were bid and the children got a great kick out of it. Voting over Bill looked into the ballot

IT'S "21" FOR '41—



★
REEL 21
"ACCORDING
TO NOYLE"
★

Reel 21—black-jack—play with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Pennies — more than \$35.00 in Nickels! 1c or 5c or 10c models. The greatest moneymaking counter game ever built! Perfect Small Size! QUICK! RUSH YOUR ORDER NOW!



SAMPLE — \$19.75
CASE OF 4 — \$72.50
1/3 With Order; Balance C. O. D.

Golden Gate Novelty Co.
540 TURK STREET
SAN FRANCISCO, CALIF.

Daval's Reel 21 comes to Southwest-ern Vending Machine Company in Los Angeles and here we see Jimmie Jones of the firm holding a "21" and explaining its various features to a group of admiring operators.



Tucson investigated the sudden increase in voters in San Simon and discovered the hoax and threw the whole precinct out. Curly Bill and his men had shown them what San Simon Valley thought of Bob Paul.

Marvel, American Eagle Standardized by Daval

CHICAGO—Standardization of Marvel and American Eagle counter games has been reported by Al S. Douglass of The Daval Co. Douglass asserts that demand for both games has continued over many months without letup, and as a result it was decided that they would become the firm's standard token payout counter games.

"This helps the operators, jobbers and distributors throughout the country," Douglass declared. "They can now place Marvel and American Eagle in their catalogs and know they will be able to obtain these machines for years to come. Both games are among the greatest we have ever built and they are making more money on location today than when they first started.

"Having standardized these two machines, we look forward now to doing the same thing with Cub and Ace. These games, with the new Daval's "21," provide the proper counter game for every type of location."

Leo Kelly Named Jennings Salesmanager

CHICAGO — Leo J. Kelly has been named salesmanager in charge of the amusement machine division of O. D. Jennings Co., in an announcement by O. D. Jennings, president of the firm.

"I know of no one better qualified by ability and experience to give our customers the kind of co-operation we want them to have, than Kelly," Jennings said. "With our present line of machines and new products now being prepared for production, we can readily predict that the Jennings line will be the one of greatest profit for operators from this time on.

"We are now fully organized to give the operator better money-makers and better service than ever before. We anticipated the present shortage in machinery for manufacturing purposes, and months ago we placed orders for manufacturing equipment that has been delivered and installed so that right now our plant is better equipped than ever before. With our new system of gauges, checks and triple inspections, our products today are manufactured in such a way that we have virtually eliminated the errors that creep in when all inspections must be done by hand."

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box and still was not satisfied. Not enough votes. He pushed his sombrero back and rumbled the curly black hair that gave William Graham, alias William Broscius the name of Curly Bill. Then he slapped his thigh.

"Vote everybody in the graveyard and then get all the Chink section hands and vote them."

The votes for Charles Shibble really began to pile up under the management of this campaign by Curly Bill, but even so the political boss of San Simon Valley considered the vote too light and he decided to vote the livestock and animals!

The saloonkeeper's dog became Shepherd W. Towser on the ballot; the great bird, proudest possession of the boarding house mistress, went to the polls as Hiram J. Gander; the speckled rooster belonging to the section boss voted as Dominic R. Crow; Ed Bull, Sam Porker followed, the outlaws adding names as fast as they thought of them. From the mesquite a quail called and some one thought of Bob White who promptly voted and was followed as a matter of course by Charles Fox, Thomas Q. Turkey and Herman Hen, who swelled the count for Shibble. Thus it went until they ran out of names and livestock.

Curly Bill looked upon his work and decided it was good. The outlaws drank a solemn toast to Justice as it was to be represented by the man of their choice and departed for Galeyville. It mattered little to them that the astonished officials in

WORLD'S GREATEST all around ELECTRIC TOOL

DRILLS - GRINDS - SANDS - SAWS POLISHES - SHARPENS - CARVES

The new WHIZ ELECTRIC TOOL is the handiest power tool ever made. A rugged tool for power and precision work. Drills thru 1/4 inch iron plate in 42 seconds or engraves intricate designs. Handles any material: Metals, Woods, Alloys, Plastics, Glass, Steel, etc. Saves time. Eliminates labor. Plugs into any socket, AC or DC, 110 volts. Chuck 1/4 inch capacity. Ball bearing thrust. Powerful triple-gear motor. STANDARD MODEL with Normal Speed (uses 200 different accessories, instantly interchangeable). Price only \$7.95.

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THE ONLY DRILL-TOOL WITH A FULL YEAR'S GUARANTEE
FREE—Accessory outfit (value \$2) includes set of drills, mounted 1 1/2 inch grinder, sanding discs, cutting wheels, mounted brush, polishing wheel, carving burr, etc. FREE with each Tool ordered NOW. We pay postage.

10-DAY TRIAL — MONEY BACK GUARANTEE

PARAMOUNT PRODUCTS CO.

Dept. 3CMR

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New York, N. Y.

E-Z NON-ELECTRIC BURGLAR ALARM

For

Games, Phonos, Venders

ELLMAN & ZUCKERMAN

119 So. Jefferson St.

Chicago, Ill.

Progressive Businessmen Boost Coin Machines

LONG BEACH, Calif. — Where there's a will, there's a way. That's an old phrase, but still true. Local coinmen had the will to preserve their business, and they found a way in the organization of the Progressive Business Men's Association of Long Beach, Calif., which in an extremely short time has grown to the point of maintaining an office, a full-time paid secretary and an assistant, and which has a membership of more than 400 location owners. At the February meeting 43 new members were accepted, and at the March meeting at the I.O.O.F. Hall, which will incorporate a business session, Dutch lunch and some snappy entertainment, it is expected that about 60 will be added to the roll. Membership dues are \$1 a month.

What has a group of this sort accomplished? Outside the coin machine industry there is an interest in all things pertaining to public welfare. On behalf of the druggist members of the Association and in the interest of public health, support of a new Pharmacy Law has been developed.

Within the industry, during February, two resolutions were passed which seemed destined to accomplish much good. First of the pair of resolutions which will have the active support of all members of the group is one which opposes all state legislation banning and outlawing the coin operated amusement games; the reasons for opposition are clearly and logically set forth in the resolution. The second opposes the licensing in Long Beach of claw, digger and

one-ball devices which "draw objection from the citizenry" and whose "attraction of great profit temporarily from such devices might be quickly offset by loss of all games if such types of questionable devices are placed generally in operation." Members of the group recognize their great security in five-ball amusement games and are determined not to lose them.

Throughout, the policy of the Association is that of opposing "any possibility of racketeering or unfair practice in business, from within the city or without, and of cooperating with the authorities on every hand in eliminating lawlessness of every sort." ♦

Defense Program Drafts Baker Plant

CHICAGO — Following purchase of its six-story concrete daylight factory building for use in construction of bomb sights and other war needs under the government's defense program, Baker Novelty Co. is preparing plans for a new building to comprise some 50,000 square feet and to be located on the west side of Chicago close to other coin machine manufacturers and easily accessible to trade representatives visiting here.

Declared Baker officials: "We are very busy, and moving at this season of the year works something of a hardship on us, but we feel that it is our patriotic duty to 'take it on the chin' and do our part in aiding the President in carrying out his defense program. We also feel that our new and modern home—constructed to our exact needs—will more than compensate us for the trouble and expense involved, in placing us in a better position to serve the trade." ♦

Epicure Acclaims Mrs. Heinle's Cooking

SAN FRANCISCO—If you never knew this before, you may as well know it now—Mac Mohr of Mac Mohr Company, Los Angeles, Calif., is considered one of the most outstanding of all epicures — which is a guy that can choose his food — but choose it.

Mac Mohr has chased from coast to coast of these far flung United States searching out the finest of foods. The soup with the whiff of ambrosia — the taste that is unequalled. He has eaten steaks that melt away as they touch the tongue. He has been a fan for Crepes Suzettes and Crepe Souffle and for Peacocks Tongues pickled in syrup of roses and broiled over teakwood. In short, Mac knows what there is to know when it comes to eats.

Therefore, when Mac returned from a recent trip to San Francisco and started to rave the moment he got off the plane that he had at last found the Shangri-La for all fine foods — everyone who knows Mac — opened their eyes wide in surprise and most eagerly waited to hear about it. And here's what Mac had to report, "The next time you want a home-cooked meal—as is a meal — like something you will never eat again — make it your business to get very friendly with Ed Heinle of Golden Gate Novelty Company, San Francisco, and then, maybe, if you're nice, Ed will take you to his home where you will meet the champion home-cooker of all time—none other than Mrs. Ed. Heinle.

"In my estimation, as an epicurean de luxe, Mrs. Ed. Heinle is the champion cook of the world. The meal she prepared for me licked everything that I have ever eaten on the face of this globe. From now on — I'm going to make it my business to stay very, very close to San Francisco. Maybe Ed. will invite me over to his house again sometime." ♦

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Clearance Sale!

AUTOMATICS

Fairgrounds	@ \$34.50
Grandstands	@ 69.50
Grand National	@ 82.50
Pace Makers	@ 62.50
Golden Medal	@ 68.50
Thistledown	@ 64.50
Preakness	@ 16.50
Rover	@ 16.50
Feedbag	@ 34.50
Gottlieb Multiple Races	@ 28.50
Hawthorne	@ 42.50
Bally Carom	@ 10.00
Turf Champ	@ 10.00
Jumbo	@ 8.00
Stoner Air Races	@ 8.00
Paces Races, Brown Cabinet	@ 59.50

CONSOLES

Jennings Flat Top	@ \$18.50
Jennings Slant Top	@ 23.50
Jennings Good Luck	@ 34.50
Jennings Multi Racer	@ 52.50
Exhibit Tanforan	@ 18.50
Mills Square Bell	@ 87.50
Paces Saratoga	@ 94.50
Evans Ten Strike, payout	@ 57.50

FREE PLAY GAMES

Preakness F. P.	@ \$18.50
Arlington F. P.	@ 18.50
Spottem F. P.	@ 14.50
Bounty F. P.	@ 12.50
Variety F. P.	@ 19.50
Mills One Two Three F. P.	@ 42.50

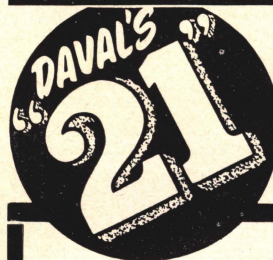
1/3 Deposit Required on All Orders

A. E. CONDON SALES CO.

913 Main Street

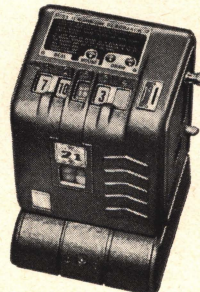
Lewiston, Idaho

IT'S "21" FOR '41—



★
REEL 21
"ACCORDING
TO NOYLE"
★

Reel 21—black-jack—play with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Pennies — more than \$35.00 in Nickels! 1c or 5c or 10c models. The greatest money-making counter game ever built! Perfect Small Size! QUICK! RUSH YOUR ORDER NOW!



SAMPLE — \$19.75

CASE OF 4 — \$72.50

1/3 With Order; Balance C. O. D.

STEWART NOVELTY CO.

133 E. 2nd SOUTH
SALT LAKE CITY, UTAH

PHILADELPHIA

Covered By
HARRY BORTNICK

Current collections from all types of machines are reported to be excellent, even the most pessimistic operators are showing hints of smiles, and distributors are having difficulty keeping new machines in stock. Despite minor difficulty with public safety officials during which a number of alleged gambling machines were taken from locations, things are running comparatively smoothly. Tremendous governmental expenditures—approximately a billion dollars will go into military purchases—are boosting the public's entertainment-buying and games and music are getting better play than at any time in recent years.

A bon vivant spirit is rife with the entire trade preparing for a round of festivities which will begin early in April when the two local associations will present their big banquets with keen rivalry towards outdoing each other. It is expected that industrial and civic leaders will attend both affairs.

The Phonograph Operators Association of Eastern Pennsylvania and New Jersey has tentatively scheduled their annual banquet, the sixth such gathering, for the swank Club Ball on April 20, with Xavier Cugat's musical aggregation providing rhythms for the evening and the regular Club Ball floor show providing another highlight.

The banquet installing officers of the Philadelphia Coin Machine Operators Association will be held April 6 at the

centrally-located Benjamin Franklin Hotel. This will be the twelfth annual banquet. Entertainment committee co-chairmen Jules "Snubby" Sloan and Samuel Stern are both making an "all-out" effort to line up the best array of talent ever offered the local coinmen.

Officers who will be seated at this time are: Martin Mitnick, president; of the Amusement Games Association for the sixth consecutive time, second-term vice-president Samuel Pinkowitz; and Jack Brandt, secretary twelve times running. Comparative newcomers are Morris Stein, treasurer, and Al Cohan, financial secretary. Members of the board of directors, also due for installation, are Sam Stern, Lewis Sussman, Robert Stein, Jules Sloan and William Rodstein.

Younger brother Al is the winner in the friendly interfamily battle to see who would first become a proud father, conducted by the two Rodstein boys, both of whom married during the past year. Al's blessed event is due in April. Bill, it is reported, hopes to beat his brother by sponsoring twins, or even triplets, for the occasion of his becoming a father.

Al Rodstein also makes news in a booming business at the Arco distributing organization which he heads which will necessitate an early move to larger showrooms along coin machine row. New location has not been chosen as yet but it is likely to be not far from the present quarters on Spring Garden Avenue.

Florida has become the meeting place of a "rump" organization of local operators who regularly hold meetings—though with a constantly changing membership—at their favorite cases in the Gator State. During the past month more than a dozen

operators, including Messrs. Mitnick, Pinkowitz, Cohan, Lerner, Sussman, and Newman, vacationed in the sunshine.

Music operator Larry Yanks has moved his office and record shop from the corner of Broad and Bainbridge to quarters almost across the street. A second change in location and setup is that of Jack Wexler, converted from the wholesale end of the record business in which he called on local operators on behalf of Columbia's discs, to the retail phase with the opening of his Unique Record Co.

A complete face-lifting job was done to the interior of Artie Pockrass' Universal Amusement Co. showrooms. Walls and ceiling were redecorated in a modern vein, and a private office was created for efficient secretary Cynthia Robbins. Pockrass reports an excellent sale of the Buckley wall boxes.

Maurice Finkel's High-Point Record Shop received a good deal of helpful publicity when aggressive, hard-working Eddie Heller brought Bluebird artist Sammy Kaye to the premises for a record-autographing session. A large number of "Swing and Sway" fans were attracted here, as to other spots in the city. Kaye's "So You Wanna Lead a Band" contest, held at the Earle theatre during his week's personal appearance at the house likewise boosted disc sales.

Raymond Rosen Co., local Victor-Bluebird distributor, continues its efforts on behalf of operators with addition of a new man to the staff, former boxer Eddie Hughes, who will visit musicians in the Wilmington, Del., area.

Local operators got a local look at the new Rock-Ola equipment recently when Keystone Vending Co., distributor for the devices in eastern Pennsylvania and southern New Jersey, played host to more than 250 musicians who were greeted also by Cliff Bailey and Jack Nelson from the Rock-Ola plant.

The I. J. Abramson Co., important tobacco distributing firm, have discontinued their American Cigarette Service, an operating organization which had been incorporated by Lillian, Gertrude and Aurora Abramson.

Bernard Berger has been promoted from serviceman for Morris Margolis to manager of the Major Music Co., headed by Harry Stern. He will have charge of new quarters which Stern has taken over. ♦

Andrews Sisters Plug Games

MINNEAPOLIS — Engineered by Don Leary and others in the local coin machine industry, a local newspaper gave a better-than-usual break to pin games when they used five pictures in the two right-hand columns for the full length of the page in a recent issue which showed the Andrews Sisters registering varied emotions as they played a marble game.

Costumed in the military garb of their latest picture, "Buck Privates," the three girls, LaVerne, Maxine and Patty demonstrated the start and finish of a fast play, while the paper asserted that "For filling those odd moments with excitement and fun there's nothing better."

The trio played the Orpheum theatre in their home town. ♦

"Does the foreman know the trench has fallen in?"

"Well, sir, we're diggin' him out to tell him."

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PIKE'S PEAK

The Thrill Game of 1941 !!!

Uses entirely new playing principles requiring utmost skill and timing. Its "Repeat-play-profits" reach an all time PEAK—it's the profit wonder of '41.

Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. 100% legal everywhere. It's a bargain at

\$32.50

TWO NEW ONES BY GROETCHEN

TO BE RELEASED SHORTLY

K L I X

A "21" Hold-and-Draw Gum Vendor,
with Divider

POK-O-REEL

A Poker Game with Divider

JOHN KAGAN

978 1/2 Stearns Drive

Los Angeles, Calif.

WAlnut 6074

"I'm As Close To You As Your Telephone!"

KANSAS CITY

Covered By
B. K. ANDERSON

KANSAS CITY, Mo. (RC) — The big news of the month in the Kansas City area concerns the proposed National Association of Coin Machine Operators. If present plans go through, this city will at least temporarily become the national headquarters for the nation-wide unit.

Earl Witschner, executive secretary of Hobbies, Inc., issued the following announcement concerning the new group: "Quite often, since Hobbies, Inc., proved itself to be the type of an organization that is needed under modern conditions to preserve and protect the interests of all investors in the industry, we have been flooded with requests to help in the formation of similar units elsewhere in the country.

"Also we have found that through the same channels we have received considerable information and suggestions which have been very helpful in carrying out the work of our group. So, the idea of the National Association was formed. Preceding the Show, we contacted about twenty of the leading associations with the idea and later, in Chicago, took the matter under consideration with them personally. At that time in Chicago it was decided that the offices of Hobbies, Inc., located at 1250 Dierks Building, Kansas City, Mo., would be used as the temporary national organizing headquarters. We are now inviting all operator organizations throughout the country to contact us regarding participation in forming this association."

One of the local boosters for the new national association is Carl Hoelzel, who as president of Hobbies, Inc., and head of the United Amusement Co., has long been an advocate of self-regulation by the industry.

The subject was given considerable attention late in February when approximately four hundred operators and distributors attended United's Grand Showing of 1941 Rock-Olas.

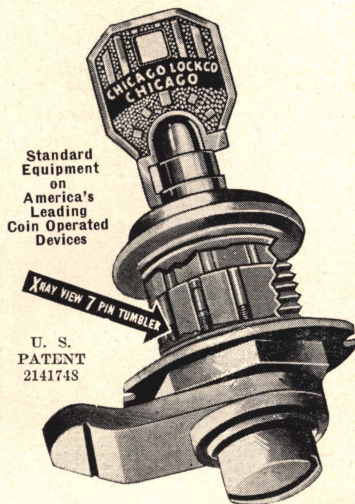
The boom in larger coin machine equipment of all types continues throughout the Missouri Valley. Pin ball tables and automatic music continue to be the leaders. Finley Mason, co-owner of Central Distributing Co., says he doesn't know whether to be sad or glad in that the strong demand for the new Wurlitzer phonos, which his firm distributes, has in many instances recently caused him to remove machines from his very attractive displays. And when you realize that this firm does business on a so-many-carload-lots-a-month basis, you begin to get an idea of the volume.

And it's the same story in pin tables, Carl Hoelzel says. "We sometimes, in the past, would try to figure out a way how we could sell up to 50 tables in a 24-hour period. Now that it isn't unusual for us to sell this number several days in a row, our big problem is working out a satisfactory way to handle them."

Part of Carl's program, in this connection, is now underway. An addition to his new building has been started that will add 3,000 square feet of floor space. This new section will be devoted entirely to tables in crates ready for shipping and construction is such that this operation will be considerably speeded up.

Frank Fasone of Acme Amusement Co. heads one firm that finds very little bother in securing new locations for its cigarette

NO die cast metal used in the Better-Built, PATENTED Chicago "ACE" Lock



NOTE:

- Chicago "ACE" Locks Are Made Entirely of Steel and Brass
- Center Post Case Hardened To Prevent Drilling

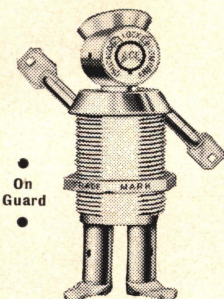
Plus Unique 7 Pin Tumbler Mechanism

The Chicago Ace Lock with its radically different, patented construction, has established a new, high standard in lock security... see illustration to the left. Note how SEVEN unique Pin Tumblers surround cylinder, operating in parallel sockets. Here you have a new, improved lock mechanism — patented — that assures security never before possible. No wonder so many manufacturers and operators INSIST upon Chicago "ACE" Locks!

No Other Key Like the PATENTED Chicago Ace ROUND KEY

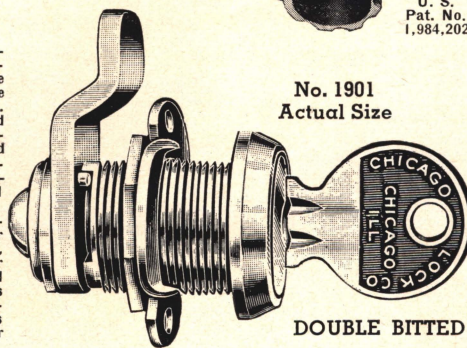
The one and only key that will open the famous patented Chicago ACE Lock. Permits 80,000 key changes. Note unique, ROUND, notched muzzle. No other key like it. Nothing to equal it.

Remember — There's a Chicago Lock for Every Need!



For new equipment or replacements... Ace Locks, Single Bitted Locks... Double Bitted Locks... Padlocks, too... and all insure "UT-MOST Security—MINIMUM Cost."

Also manufacturers of Cylinder Key operated, Switch locks for airplanes and burglar alarms for manufacturers of airplanes and burglar alarms.



Write for Catalog of Complete Line

Chicago Lock Co.

2024 N. RACINE AVENUE
DEPT. 93, CHICAGO, ILL.

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MACHINE
REVIEW

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vendors. According to Fasone, Acme seldom solicits new spots for these machines in Kansas City now in that they have more requests for this equipment than they care to fill. This situation, in Acme's case, has been brought about by the two-cents-per-pack city tax, which levy is also in force in St. Louis.

Due to the policy of cut-rate and chain drug stores of absorbing the tax, many locations will not support a machine if the price is raised to include the tax. In this case, the only new locations that are taken on are those which simply wish the accommodation and do not desire a commission. Even these later are tested and if not found profitable are not kept on the routes.

The general result in cigarette operation, Fasone says, is that most of these operators are, when purchasing new equipment, buy-

ing larger machines so that fewer calls are needed to service them. Acme figures that the minimum cost of each call for cigarette service is 15 cents. Thus by securing the larger volume units the operator can reduce the cost of the location, spend more time expanding his other equipment and render a relatively better service in that sold-out columns are reduced.

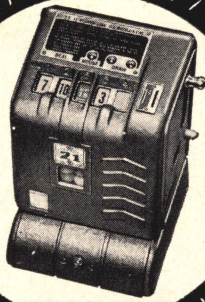
Rural cigarette locations, he says, have more than doubled since these two major Missouri cities adopted the two-cent levy. Thus it has not been completely an "ill wind" in that it proved to city operators just how profitable many rural sections can be.

Although there is no official announcement as yet, a new set-up in the management of General Vendor Manufacturing Co. is in the wind. This firm, which was for-

**IT'S DAVAL'S
21
FOR '41**

★ Reel 21—blackjack—play with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Pennies—more than \$35.00 in Nickels! 1c or 5c or 10c models. The greatest moneymaking counter game ever built! Perfect Small Size! QUICK! RUSH YOUR ORDER NOW!

SAMPLE - - - - \$19.75
CASE OF 4 - - - \$72.50
1/3 With Order, Bal. C.O.D.



PAUL A. LAYMON
1503 W. PICO BLVD.
LOS ANGELES, CALIF.

merly the Peerless Co., and will probably be best remembered for their Blue Bird vendors, has in late months been active in the manufacture of beverage vending machines.

Both United and Central are putting a heavy accent in their Spring music merchandising on wall box installations. Central, in late weeks, has worked up a very striking display on wired music and United has announced an immediate expansion into this field. Part of United's new program will include the addition of a music school for music operators, according to Carl Hoelzel. This school will be in charge of a specialist in acoustics and, although pointed primarily toward more development in wired music, will also advise operators on the management of all types of music operation.

In the candy bar merchandising field, word comes from Confection Cabinet that new items, new locations and new point-of-sale technique have brought the business to a place where it cannot help but expand on a large scale in the next few months. ♦

Kagan Enjoying Excellent Business

LOS ANGELES—"The unprecedented demand for the new Groetchen "Pike's Peak" skill game has placed our factory on a 24-hour basis," declared John Kagan, Western representative for the factory in discussing the game with THE REVIEW.

"Our trouble at present is getting merchandise to deliver. The factory is doing its best to take care of the orders in all parts of the country and shipments are arriving in the West for my customers almost daily," he continued.

In addition to the excellent business Kagan is enjoying on "Pike's Peak" he also admits to a steady business on Liberty Bell, Champion, Imp and other proven products in the Groetchen line. ♦



"Now here's one that will make the boys money," Irving Bromberg, Los Angeles, explains to son Marty. "It's small, it's fast and it's everything the doctor ordered and when Daval turns out a '21' game you can be sure it's okeh."

Stewart Visits "Bangtail Heaven"

LOS ANGELES—Dan B. Stewart, popular head of the Stewart Novelty Company, Salt Lake City, and distributor for the Daval line of counter games, kissed the city beside the Great Salt Lake goodbye in mid-February and journeyed to Los Angeles for a session of watching and betting on the hay-burners at the Santa Anita Track.

"In horseracing sometimes you win and sometimes you don't," admitted Dan, "but when you bank on Daval games you win every time. That's why I combined business with pleasure on this jaunt and placed sizable orders with Mac Mohr for the new "21" as well as the other standbys in the Daval line. The ops up my way can use plenty of these games and they're consistent money-makers so what more could one ask." ♦

PAY-OUT GAMES, REBUILT & REFINISHED LIKE NEW

Cash or Check Pay-out. Immediate Delivery on the Following. Write for Prices.
These are NOT Used Junk but A-1 Equipment Ready to use:

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| 4 Bally Grand Stands
3 Bally Grand Nationals
4 Bally Sport Pages
5 Bally Fleetwoods
6 Bally Fair Grounds | 6 Bally Preakness
3 Track Times (Red Head)
4 Pot-Shots (Multiples)
4 Mills 1-2-3's (Late)
4 Mills Spinning Reels | 2 Derby Times
1 Golden Wheel
1 Rover
1 Rolletto Jr. (Late) |
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REMAIN, NO MORE
WILL BE OFFERED,
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LOS ANGELES

COIN
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REVIEW

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1941

SAN FRANCISCO

Covered By
RONALD PATRICK

SAN FRANCISCO (RC) — Let's talk music. Rarely has an industry passed through such progressive and hectic development. New models. Boxes of all descriptions. Telephone systems. And now tone-towers, super-baffles, lyric-colors and spirit-float symphonic controls.

Music is no longer just a commodity—it's a thing of grace and living beauty. Music operators are no longer just merchants of popular records—they are counsellors and servicemen of a new dimension of cultural refinement. Music manufacturers are no longer simply producers of rhythm machines—but are the inspired creators of the rare fruits of tomorrow which make America today a pleasure fantasy exceeding the strongest imagination of all other countries in the world.

The juke box of yesteryear has passed into the limbo of the bygone as the tireless carriages of grandfather's time. Today's phonograph is an instrument of breath-taking distinction, aesthetic delineation, functional synchronization and unrivalled downright gorgeousness.

But back to the practical business of distributing these proud phenomena of '41. Let's start with Fred Neumann of the Rex Vending Co., Rock-Ola's energetic key plug in the Frisco area. Fred had a party Saturday the 22nd to introduce the heralded Tone Towers. Colorful invitations were sent to all music operators. But we doubt how essential it was to send these. The gang is well acquainted with the fact that when

"Out of Sight..."

From the Managing Director of the Associated Operators of Los Angeles County, Inc., comes the month's best suggestion for the improvement of the coin machine business. It's a simple matter, easily and inexpensively accomplished, certain to be of benefit to the whole industry. Yet little has been done about it as yet.

The average cash box in the average machine of any type has no cover. When an operator opens that average machine and takes out that average cash box, it's ten-to-one odds that there are kibitzers around. And while he's on his way to a private booth to tally the returns and share with the location owner there are plenty of heads stuck across his shoulders reading a tale of huge profits, no work, and easy money.

It is merely human nature that the sight of a lot of coins looks like riches. And from as small a thing as that comes the impression which spreads and grows out of all proportion and a lot faster than a true word would that the coin machine business is the way to big money in a hurry. Out of such impressions come invasions of the business by those who have neither the responsibility, the background nor the capacity for it. Out of such impressions come highest licensing levies. Out of such impressions come coin machine burglaries.

The remedy, as indicated, is simple—covers for all cash boxes, so that the contents will not be open to scrutiny. The action taken by several of the manufacturers in placing a separate lock and door on the cash box is a step in the right direction, and this separate lock and door should be on ALL machines. But alone it is not enough. Each coin box should have a cover of the same material and type that is being used in the Mills bell machines, with an opening just large enough for the coins to enter.

Will ALL the manufacturers take this simple, forward step to benefit ALL of us in this industry? ♦

Fred has something doing—it's well worth attending any way you look at it. This party was no exception. Everybody showed up. And everybody had a good time. A very good time. Actually, Fred almost was deprived of enjoying his own party by clamorous insistence on the part of some enthusiasts to be put on the order books *right now*.

Mape Sales opened with all guns firing in salute to Seeburg's new super hooper dooper luxury Hi-Tones given first showing on Saturday, March 1st. Ed and Vance Mape may be famous as a pair of poker faces, but the acceptance these new units received brought unrestrainably broad grins to both gentry, and a whoopee tempo of enthusiasm to the staff as a whole. There's only one way to say it—Seeburgs made a tremendous hit, are sure to be a favorite.

Wurlitzer continues in stride. Wolf Sales and California Simplex both sharing in an undiminishing run on their gala new models. Simplex' Wurgler explains the heavy business traffic in these terms. "Wurlitzer knows music. What the public wants. And how the operator likes it. When better phonographs are made Wurlitzer will make them."

President Wolf of the Wolf Sales pack is off on his trip to Mexico again. A visit with his son Al Roberts in Denver is on the itinerary. Wolf says that the South American market is a juicy plum which it is hardly understandable to realize that it has been so slackly cultivated by able automatic amusement distributors. Watch

next month's issue for further report of Wolf's pioneering sortie.

Advance Automatic Sales' Lou Wolcher has hit the iron horse again to take the round of his branches, L. A. to Seattle. Lou is a "happy warrior" and has an unexcelled knack for making every office a top-spot for service and sales. New western distributorship for Lou is Centamint Co. of America.

Al Armos has been busy these days because he saw things coming a long ways off, laid in a respectable stock of available games of all descriptions and is now sitting *very very* pretty handling a most satisfactory demand. And that's why his first lieutenant, Ed Heinle is so very very busy too—and everybody else in the Golden Gate Novelty Co. Crew.

Had lunch with Map Sales' Morris A. Pollard and Mills Novelty's Warren Taylor. Taylor paid for the drinks which came first, so will refer to this esteemed friend first. Mills Novelty has had the most successful December, January and February in their history—and in every department of sales without exception. A showroom of Panorams will be given a first introductory 'sneak' preview sometime next week (so get ready to peek!). Pollard paid for the lunch—which was certainly 'last but not least'. Morrie gave particular mention to the fact that out of town and rural buying has been especially heavy during the past few weeks. Apparently, word has travelled far and wide that now's the time to make prudent coverage of future stock require-

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Your CONSOLE HEADQUARTERS

•
Bally's
HIGH HAND (Cards)

Replay — payout combination.

BIG TOP (Reels)

Replay, Skillfield payout, and
straight payout models.

ROLL 'EM (Ready Soon)

•
EXCELLENT STOCK OF USED
CONSOLES OF ALL KINDS
AND DESCRIPTIONS.

WRITE FOR QUOTATIONS

JACK R. MOORE
COMPANY

104 Golden Gate Ave.
SAN FRANCISCO, CALIF.

AUTOMATIC PHOTOGRAPHY

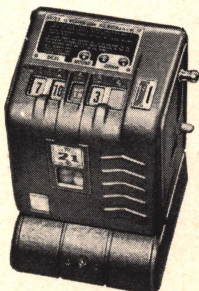
The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

IT'S "21" FOR '41—



★
REEL 21
"ACCORDING
TO NOYLE"
★

Reel 21—black-jack—play with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Pennies—more than \$35.00 in Nickels! 1c or 5c or 10c models. The greatest moneymaking counter game ever built! Perfect Small Size! QUICK! RUSH YOUR ORDER NOW!



SAMPLE — \$19.75
CASE OF 4 — \$72.50
1/3 With Order; Balance C. O. D.

MAC SANDERS
2837 W. PICO BLVD.
LOS ANGELES, CALIF.

COIN
MACHINE
REVIEW

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1941

ments. Prices are holding extremely firm.

Oakland Automatic's Sam Tessler was on the home grounds when I rolled by. Sam's always a highspot call. He figures business for a best-ever spring and summer, thinks operators are playing an increasingly significant part in the accredited business conduct of the community. Sam is an extensive operator of music and games, also maintains a sizable service and distributing headquarters largely to the advantage of fellow operators on the eastbay side.

Imperturbable George Bates of the Bates Sales Co. has much reason for his remarkable equanimity. He's syndicate leader of the most successful telephone music combine in the bay area. All locations are blue chip and running ship shape.

Back to town and a run in to see Jack Moore's Johnny Ruggiero for a few words to give the full sense of completeness. But there really wasn't any news from Johnny. Oh yes, he told me how Bally's been booming from Fleet to Flicker—but that's the way it's been going for a long time, only more so. But even though pal Johnny isn't news this month, he's one of the people I wouldn't skip meeting for quite a price in doing this chore for THE REVIEW. ♦

Cosin Death Stuns Vending Machine Men

LOS ANGELES—Nicholas Cosin, 51, formerly a mechanical engineer and more recently an operator of more than 400 vending machines, died here, February 17. A native of Rumania, Cosin came to the United States 30 years ago. He was a member of the Western Vending Machine Operators' Association, the Hollywood American Legion and the Jewish War Veterans. Funeral services were conducted February 23, with cremation following at the Hollywood Crematory. ♦



Dan Stewart, of Stewart Novelty, Salt Lake City, stops in at Mac Mohr Company, Los Angeles, to place an order for the new Daval "21." Here Dan, left, is trying to determine how many while Mac waits with order blank and pencil. Mildred Prossin, center, chirps: "Regardless of the number you'll still be short when the lads up your way start buying the new '21', Dan."

Distributors Praise Daval's "21"

CHICAGO—Leading distributors, barometers for operator reception of new equipment, are reported here to be highly enthusiastic over reactions in their territories to Daval's "21," newest counter game from this local plant.

Morrie and Eddie Ginsburg of Atlas Novelty Co., Chicago, with branches in Detroit and Pittsburgh, report that the game clicked instantly with their customers and that they have already received more initial orders for this machine than for any other they have featured in a long time.

Bill Marmer and Ben Goldberg, Sicking, Inc., of Cincinnati, Louisville and Indianapolis, placed one of the biggest orders they have ever given for a counter game, and explained it was sufficient to tell the world what they thought of Daval's "21."

Harry Payne, H. G. Payne Co., Nashville, demanded that the factory keep shipping him full cases as they came off the production line, declaring that he could use twice as many and wanted three times as many to meet the demand.

I. H. Rothstein of Banner Specialty Co., Philadelphia and Pittsburgh, is enthusiastic about the game. Al Stern of Chicago's Monarch Coin Machine Co. believes it's the greatest on the market in many years. Mac Mohr of Los Angeles wired an order doubling his previous commitment. Lou Wolcher of San Francisco, Portland, Seattle and Los Angeles, expressed his enthusiasm by long-distance telephone. Si Lynch

and Ed Furlow of the Electro-Ball Co., Dallas, Houston and Memphis, rushed an order for a complete carload.

Bert Lane of New York's Seaboard Sales, Inc., simply wired to continue making quantity shipments until further notice. Harry Moseley, Moseley Vending Machine Exchange, Richmond, notified the factory that shipments speak louder than words. Max and Harry Hurvich of Birmingham Vending Co. declared that such a game was the reason they were called the "gold dust twins."

Similar letters and wires were received from virtually all distributors for The Daval Co., among them: Irvin Blumenfeld, General Vending Co., Baltimore; William "The Sphinx" Cohen, Silent Sales Co., Minneapolis; John E. Cobb, J. E. Cobb Distributing Co., Louisville; Dave Bond, Trimount Coin Machine Co., Boston; Sam London, Milwaukee Coin Machine Co.; Roy Torr, Philadelphia; Meyer M. Marcus, Markepp Co., Cleveland and Cincinnati; Art Sauve, A. P. Sauve & Co., Detroit; Charley Ewing, Automatic Amusement Co., Evansville; Pete Blum, Ajax Novelty Co., Detroit; Art Nagel, Avon Novelty Sales Co., Cleveland; Leo Weinberger, Southern Automatic Music Co. ♦

Weinberg Reports Heavy Sales on Daval Games

LOS ANGELES—The offices of the Mac Mohr Company are humming these days with a veritable flood of orders for the new Daval "21" game coming in from Hy Weinberg, the traveling representative for the Company, who is now calling on operators in the Pacific Northwest.

Weinberg is getting a very cordial reception from the operators and reports interest running high on the Daval line of proven counter games. "On almost every call," he states, "I get an order for at least a sample of our complete line. Operators know Daval builds precision games and they're not afraid to place substantial orders knowing that they will not be disappointed."

In Los Angeles the scene is a rosy one as Mac Mohr sorts out the mail each day, opening the letters from Weinberg first and passing the business on to his assistants to see that shipments are made immediately. ♦

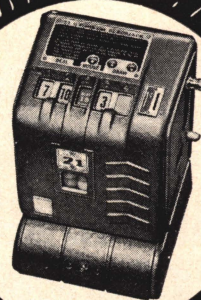
Lieberman in New Quarters

CHICAGO—Bud Lieberman has opened new sales and distributing offices at 831 West Washington Boulevard, here, to handle the equipment of all leading coin machine manufacturers. Lieberman has been connected with the industry since 1919 and is known to many operators throughout the country. ♦



★ Reel 21—blackjack—play with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Pennies—more than \$35.00 in Nickels! 1c or 5c or 10c models. The greatest moneymaking counter game ever built! Perfect Small Size! QUICK! RUSH YOUR ORDER NOW!

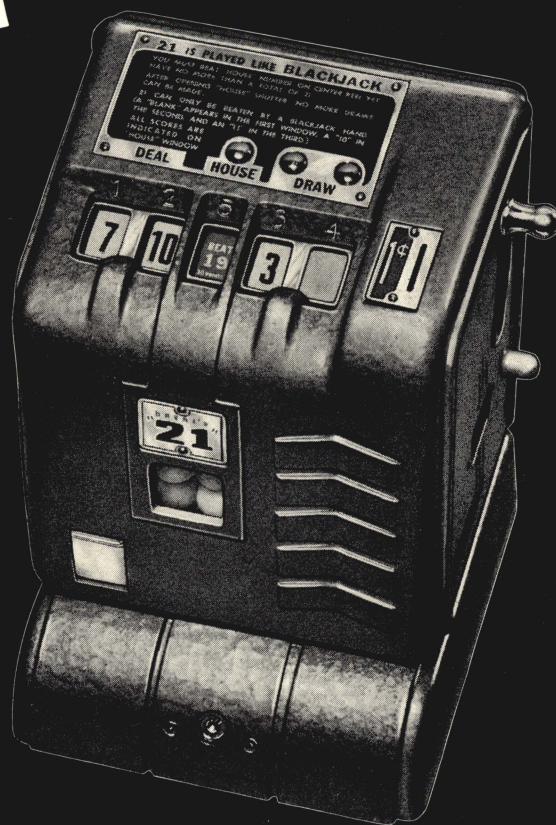
SAMPLE - - - - \$19.75
CASE OF 4 - - - \$72.50
1/3 With Order, Bal. C.O.D.



IRVING BROMBERG CO. 935 VENICE BLVD.
LOS ANGELES, CALIF.

DAVAL'S 21

IN A MIGHTY MIDGET COUNTER GAME
— WITH DAVAL'S FAMOUS AUTOMATIC
COIN DIVIDER AND 2 CASH BOXES!



SIZE: 5½x5"x8½"

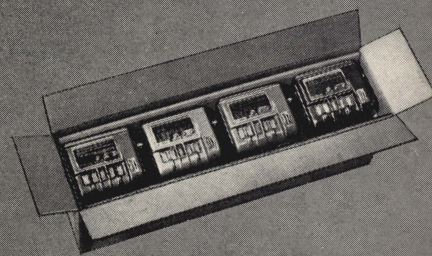
THE GOOD OLD ARMY GAME — BLACKJACK!

Come all ye operators . . . gather 'round and harken to the greatest news in five years of counter game profits! Yes, it was five years ago that Daval's "Reel 21" made counter game history! Other games took a back seat while operators skyrocketed "Reel 21" earnings to unbelievable totals! Those were the days! . . . AND THEY'RE BACK AGAIN NOW! The new Daval's "21" . . . a tiny marvel (only ½ the size of the old "Reel 21"), is packed with astounding money-making power! Even games costing twenty times as much as this midget miracle cannot compare with the big steady profits Daval's "21" pulls in!

Everyone knows 21. It's Blackjack—the good old army game—played by everyone everywhere! And in Daval's "21" it's the greatest game appeal ever known! Five reels spin upon insertion of coin, but the last three are covered with shutters. The first two indicate the player's deal. The player can open the third, and then the fourth reel by pushing buttons above them. He tries to beat the number on the center reel, (the "house" reel), which is opened last. Plenty simple! Add to that Daval's coin divider which separates the receipts into two cash boxes—75% to the location, 25% for the operator and you have the reasons why Daval's "21" is by far the most perfect game for both the location and YOU! Now, you KNOW you get ALL your profits! The coin divider definitely prevents penciled-up payouts, thereby increasing your net profits!

The new Daval's "21" is an amazing combination of EVERYTHING you have always wanted: Player appeal plus inconspicuous tiny size, beautiful design, precision-built GUARANTEED long-life mechanism which slides in and out of cabinet without any restraining nuts or bolts! Comes with extra "house" strips to liberalize or tighten awards! Other features are listed on the reverse side of this sheet!

Prosperity is no longer just around the corner—IT'S HERE NOW! Get your share with Daval's "21"! Act now!



**BUY 'EM
BY THE CASE!**

SHIPPING WEIGHT: APPROXIMATELY
30 LBS. PER CARTON OF 4

PACIFIC COAST
OFFICE

MAC MOHR COMPANY 2916 W. PICO BLVD.
LOS ANGELES, CALIF.

PRICE **\$19⁷⁵** ★ **\$72⁵⁰**
CARTON OF 4
F. O. B. CHICAGO

DAVAL'S "21"

**A TINY SIZE GAME WITH
2 EXTRA LARGE CASH BOXES....**

**A SEPARATE CASH BOX FOR THE LOCATION!
A SEPARATE CASH BOX FOR THE OPERATOR!**

Operator's cash box holds over \$10.00 in pennies or approximately \$35.00 in nickels.

Master-built by Daval, which means the utmost in engineering efficiency and precision craftsmanship! When you buy DAVAL'S "21", you get the following features in addition to a host of others:

- ★ Gum Vendor plus dummy ball gum display.
- ★ Ball gum refill possible thru opening in back without unlocking door.
- ★ Mechanism slides in and out of cabinet as one unit.
- ★ Silent 1, 2, 3 reel stops. Mechanism is absolutely cheat-proof, fool-proof and tamper-proof.
- ★ Beautifully designed in the modern motif and finished in "hammerloid" baked enamel in assorted colors, packed 4 to a case.
- ★ Sturdily built for years of perfect and profitable operation.
- ★ Automatic coin divider separates all money played into two individually locked cash boxes, one for the location owner, the other for the operator. The capacity of the operator's cash box is three times that of the location's cash box. This, and the fact that the location owner has access to his own cash box, enables the operator to make only one check up trip to four with games not having a coin divider and separate cash boxes. Play is also increased because of the fact that having the key to his own cash box the location is enabled to make change for the players at all times.
- ★ Available in straight 1c play or 5c play as ordered.

DON'T DELAY—ORDER TODAY!

DAVAL CO., NOT
INC. **2043 CARROLL AVE.
CHICAGO, ILLINOIS**

Pictorial Exhibit Is Unusual Plan

NEWARK, N. J.—The mountain will come to Mahomet in the case of the Amusement Board of Trade of New Jersey, Inc., to adapt the prophet's idea. Coinmen in this area cannot all go to visit the manufacturing sources of their equipment, cannot all go to conventions, and so in a novel undertaking all these things will be brought to them in a pictorial "Exhibit of 1941," which is now nearing the stage of completion.

Due to open March 20, and continuing for four weeks, the "Exhibit" will present photographs and advertising matter of new models of coin operated games and target equipment, as adornment of the enlarged headquarters of the organization.

In addition to this review of new equipment manufacturers and distributors will furnish photographs of their factories' interiors and exteriors, their executives, and their eastern sales force, with an appropriate amount of display space allotted each.

The close of the "Exhibit" will be celebrated by the Association's annual banquet on Sunday, April 20. A souvenir journal, similar to the one published last year but containing several innovations in makeup and content, will be presented each guest at this affair, and a copy will be mailed each cooperating manufacturer and distributor.

The COIN MACHINE REVIEW has already subscribed for a full page in this journal, and copies of the REVIEW will be displayed at the Exhibit.

Operators in the New York areas, as well as those in New Jersey, will be invited to attend.

The "1941 Exhibit and Banquet Committee" is headed by Arthur Daddis, chairman, Nathan Mark, treasurer, and LeRoy Stein, executive secretary. A sub-committee will be named by the chairman.

Gum Vendor-Scale Ready for Delivery

BROOKLYN, N. Y.—D. Robbins & Co. has announced availability for immediate delivery of a combination gum vendor and free weight scale. The slug-proof gum machine holds 300 sticks of Adams gum and is mounted atop the scale so that when a penny is inserted the gum is vended and the penny, continuing down into the scale, gives the customer a free reading of his weight. Dave Robbins, head of the firm bearing his name, reports that a great number of these scales are now being operated profitably in New York City, and that over a year's time the income has been consistently good.

The firm's Double Value Phono, which holds 16 standard-size records and permits the customer to choose any two tunes for a nickel, is reported to be arousing steady new interest as a permanent investment.

BUYS OF THE MONTH!

NEW GAMES

Latest 5 Ball Releases

Keeney Wildfire.....	99.50
Bally Silver Skates.....	94.50
Bally Blue Grass.....	169.50
(1 or 5 Ball)	
Gottlieb's Sea Hawk.....	\$94.50

Exhibit's Sunbeam.....	99.50
Baker's Salute.....	99.50

ONE BALL AUTOMATICS

Grand National.....	\$119.50
Sport Pages.....	69.50
Thistle Down.....	79.50
Fair Grounds.....	49.50
Turf Champ.....	15.00

USED 5 BALL FREE PLAYS

Mills' 5 in 1 Free Play..	\$79.50	Topper	17.50
Dude Ranch	52.50	Ocean Park	17.50
Dixie	42.50	Keeney's Repeater	\$59.50
Defense	59.50	Rotation	47.50
Polo	44.50	Bright Spot	49.50
Gold Star	69.50	Power House	49.50
Paradise	64.50	Mascot	34.50
Sport Parade	69.50		

SKILL GAMES

World Series.....	\$25.00
Ten Strike.....	19.50
Chicken Sam.....	59.50
Anti Aircraft.....	59.50

COUNTER GAMES . . .

NEW

Daval 21.....	\$19.75
Case (4).....	72.50
Pike's Peak.....	29.50
Groetchen's Zoom.....	32.50
Baker's Lucky Strike.....	14.75

COUNTER GAMES . . .

USED

Head and Tail.....	\$ 9.50
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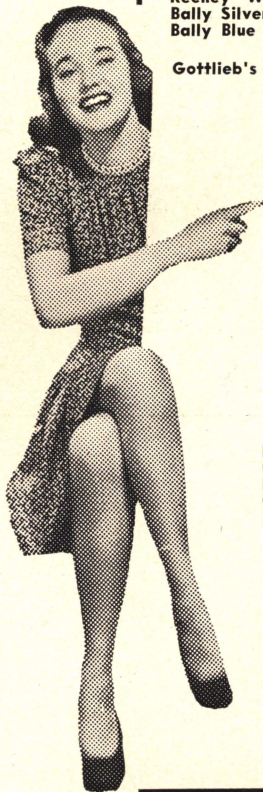
Jiffy	12.50
American Eagle.....	17.50
Royal Flush.....	10.00
Spinner Winner.....	11.00
Zephyr	9.00
Deuces Wild.....	8.50
Imp	7.50
Counter King.....	10.00
Vest Pocket Bell.....	29.50
Cub	9.75

All Used Machines Absolutely Guaranteed

HERB McCLELLAN COMPANY

1347 W. Washington, Los Angeles, Cal.

PRospect 9111



Los Angeles

LOS ANGELES (RC) — Marriages, openings, banquets, showings and activity of almost every type highlighted the coin machine picture in the Southland during the past thirty days.

Heading the marriage list was the ultra-swanky marriage of Miss Evelyn Grant, daughter of Mr. and Mrs. Abraham Grant, Ocean Park, to Sherwood Gerber, son of Mr. and Mrs. Paul Gerber on February 18th. Following the wedding ceremony a lavish wedding dinner was served at a ritzy Wilshire eatery. Next day Sherwood left for a year in the army so the honeymoon will be postponed until 1942.

Two days later, on February 20th, Jean and Dolores Minthorne played host and hostess to hundreds of music operators and their friends at the first showing of the 1941 Rock-Ola line in their showrooms at 2920 West Pico Boulevard. Starting at 2 p. m. the affair lasted well into the night with plenty of refreshments on hand

for all visitors. Factory executives flew out for the opening.

On Saturday, March 1st, the brothers Mape dropped in from San Francisco and fed an invited list of operators at the Hollywood Roosevelt and unveiled the Seeburg line for 1941.

The first week in March saw W. E. Simmons, Western Factory Representative for Packard Manufacturing Company, calling on jobbers and distributors in Oregon and Washington.

Dan B. Stewart, of the Stewart Novelty Company, Salt Lake City, spent the end of February and the first half of March in Los Angeles watching and playing the bangtails out at Santa Anita.

B. F. Kane, operator of Juneau, Alaska, was in Los Angeles during the past month purchasing equipment for operating in the Territory. Kane operates quite extensively in Alaska and is seriously considering opening an Arcade in the city of Juneau.



The gang lines up in front of Paul A. Layman's, Los Angeles, to pose with the newest product from the Daval plant. The game is the new "Daval 21" which Mrs. Layman is holding so affectionately.

INTERNATIONAL FORWARDING COMPANY

— FOREIGN AND DOMESTIC FREIGHT FORWARDERS —

Daily Consolidated Cars to

All points in California, Idaho, Nevada, Utah, Oregon and Washington
with

Specialized service on shipments of coin-operated games and phonographs.

SALT LAKE CITY
LOS ANGELES

PORTLAND
SEATTLE

SAN FRANCISCO
SPOKANE

COIN
MACHINE
REVIEW

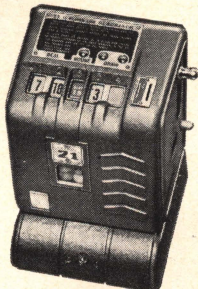
25
FOR
MARCH
1941

IT'S "21" FOR '41—



★
REEL 21
"ACCORDING
TO NOBLE"
★

Reel 21—black-jack—play with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Pennies — more than \$35.00 in Nickels! 1c or 5c or 10c models. The greatest moneymaking counter game ever built! Perfect Small Size! QUICK! RUSH YOUR ORDER NOW!



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CASE OF 4 — \$72.50
1/3 With Order; Balance C. O. D.

MAC MOHR COMPANY
2916 W. PICO BLVD.
LOS ANGELES, CALIF.

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Defender Club Plan Boosts Bally Gun-Play

CHICAGO — Impetus of sound merchandising has been seen in the widespread enthusiastic reception of the Bally U. S. Defender Club Plan in all sections of the country, according to General Salesmanager George Jenkins.

The plan is based on the fact that a red, white, and blue lapel button today is one of the most prized tokens a man or woman can receive. The pin, a three-quarter-inch circle striped in red, white, and blue with the words "U. S.," "Defender," and "100%" appearing in the respective stripes, and a membership card, a neat, die-cut card bearing the inscription "Certificate of Marksmanship Awarded for Perfect Score on Defender Target Practice Game," on the reverse of which is space for the member's name and a statement of the fact that he is a member in good standing, are available to those who qualify by shooting a perfect score on Bally Defender.

A 20- by 10-inch window sign in red, white, and blue announced that the location is "Headquarters U. S. Defender Club," invites passers to "get membership card here." An inner sign explains the purposes and requirements.

According to Jenkins, "The Defender machine gun was already smashing rapid-fire records for steady and substantial profits, and the introduction of the Club Plan has increased earnings still more."



Constance Moore, Tommy Dorsey, and Lillian Cornell pose with Blue Fronts manufactured by Mills Novelty Company.

Second Shift at Bally Plant

CHICAGO — Due to increased demand for equipment since the January Show, President Ray Moloney has announced, a second shift has been added in virtually all departments, with some sections working 24 hours a day.

Flicker, 5-ball convertible replay-novelty game which features a combination of high-score and rotation spelling, continues in volume production. Two new Bally multiples, Kentucky, one-shot payout, and Blue Grass, deluxe replay game for 1- or 5-ball play, are the latest machines to add to production problems; dressed in bright, new designs, the machines are said to be reviving play in multiple spots everywhere and, as a result, are enjoying a large demand.

In the console class demand continues on High-Hand, the replay poker console with hold-and-draw features, Royal Draw, a payout version of the former, and Big Top, a 3-reel console bell in regular payout model, payout model with compulsory skillfield, and replay model.

U-Need-A-Pak Sales Head in South

NEW YORK — Murray Wiener, jovial sales manager of U-Need-A-Pak Products Corporation, is now traveling through the South introducing their new Norman Bel Geddes-designed Model 500 Cigarette Merchandiser.

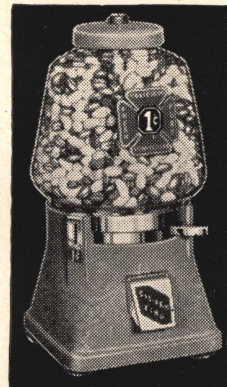
Wiener expects to be in the South for eight weeks during which time he will display the machine in the various key cities.

Boy Scout (small but polite): "Pardon me, lady, but may I accompany you across the street?"

"Why certainly, little boy. But how long have you been waiting for somebody to take you across?"

Adam had no mother-in-law—That is how we know he lived in Paradise.

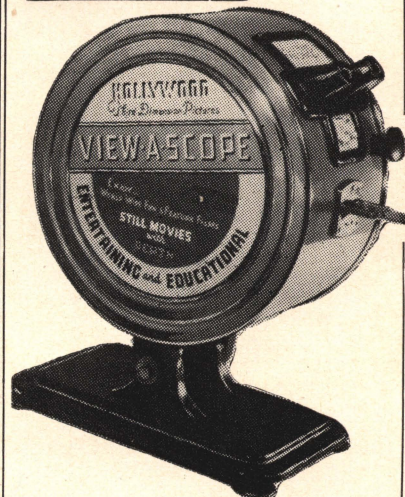
400,000 MUSIC SPOTS for legal 1941 Top Money Makers SILVER KING and VIEW-A-SCOPE



Starts you
in a
Big Profit
Business

You can get your share of this easy money with a plan that brings big profits day and night. Full or part time. 7 models low as \$3.95. Buy legal "Silver Kings". All information and complete working plans FREE.

Liberal
Trade-in
Allowance
See Your
Nearest Jobber



Shows Life-Like — True Vue Films in Third Dimension. See Paris, Sally Rand, or the Passion Play. 1c and 5c Play.

AUTOMATIC GAMES

2422 Fullerton Ave.

Chicago, Ill.

250 Rotaries, Claw Machines, Diggers & Cranes

Mutoscope Cranes, Black, Brown, Red Tops; Exhibit Merchantmen, Roll Fronts, Streamlines, Blue Flash, Crystal Tops; Buckley De Luxe Treasure Island; Electro Hoist

Write or Wire Your Requirements.

MT. ROYAL NOV., INC.

306 E. BALTIMORE STREET,

BALTIMORE, MD.

— MOVIES —

VIEW-A-SCOPE

Fascinating . . . Entertaining . . . Educational



Here Is Your

#1

LEGAL PROFIT MAKER FOR 1941

\$33.70

PLUS SALES TAX
WITH STAND
F.O.B. LOS ANGELES

STILL MOVIES IN LIFE-LIKE THIRD DIMENSION

Plenty of Pictures

Immediate Deliveries

SHIPPED COMPLETE WITH BATTERY AND 3 FILMS

Distributed by

C. WALTERS

2201 Beverly Blvd.

Los Angeles, Calif.

Phone FE. 1474

Automatic Games Releases New Viewascope Films

CHICAGO—"Night Life at the College Inn" is a new subject for View-A-Scope operations that has just been added to the Automatic Games catalog and one that will revive pleasant memories for operators the country over.

In the very near future Automatic Games

expects to release films of Sally Rand's Peacock Dance, Gypsy Rose Lee, and other big names on lifelike third dimension film.

According to reports from all parts of the nation View-A-Scope is an outstanding success. The machine is ideal for all types of locations for subjects can be changed to suit every type of patronage. Two shifts are at work at the factory to take care of demands for the machine. ♦

Metermovies Arranges for Increased Production

LOS ANGELES—In response to a growing list of heavy commitments, the production of Metermovies, Inc., local manufacturers of coin-operated motion picture machines, will be stepped up to more than 100 machines per month in the immediate future, General Manager Don Heyer announced recently in a special statement to the COIN MACHINE REVIEW. The decision to increase production beyond the 100 per month mark followed the recent assignment by the company of a number of important distributorship franchises both in the States and in U. S. Territories, company officials said.

A number of Metermovies machines are now in operation in Pacific Coast states, with placements ranging from Seattle, Washington, to Los Angeles, with a Metermovies demonstration and showing currently held at the Russ Building in San Francisco, under the direction of Sales Manager Joseph W. Ferrara. The San Francisco show is expected to continue for another week, during which the Bay region and adjacent areas are expected to be closed.

Metermovies are now making deliveries to distributors in the Western States, and other orders will be filled as rapidly as the machines can be rushed through the assembly line, the production head stated.

Metermovies of California, Ltd., local distributing organization, has announced the location of a number of Metermovies in and around the City of Los Angeles, with receipts being even greater than the most optimistic expectations. Of location owners featuring Metermovies interviewed by this reporter, all were unanimous in expressing complete satisfaction with the Metermovies instrument, stating that its reception by the public had been enthusiastic. All locations announced that business had definitely been better since the installation of Metermovies, and increases in bar business up to thirty per cent were reported.

Representative of the high class type of location welcoming Metermovies is the beautiful Turquoise Room of the Rosslyn Hotel, located at 5th and Spring Streets, Los Angeles, the management of which has promoted the machine's success by a number of advertisements in local papers. Among other first class cocktail lounges, Catalina John's, on Wilshire Blvd., announced an enormously successful reception of Metermovies on the part of their patrons.

Bowling alleys and recreation centers have proved popular locations for Metermovies, as evidenced by the success of the machine in the Wilshire Bowling Alley on La Brea near Melrose, and the Valley Recreation Center on Ventura Blvd., where a machine has been in operation for several months. Said Tex Osborne, manager of the Valley Recreation Center Hawaiian Room, "The Hawaiian Room is always first with the best and latest in entertainment—that's why we selected Metermovies as the leader in this field. It has gone over great with our patrons — and is a big hit with our customers from the nearby studios."

A consensus of location owners indicated

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appreciation for the beautiful but conservative design of the Metermovies cabinet, and for its capacity of from 10 to 12 full three-minute length subjects. "Our customers demand variety," one owner said. "Ten pictures is the minimum we would consider offering our patrons, and the more the better!"

Cameo Releases Eight Soundies

HOLLYWOOD—Sam Coslow's Cameo Productions has completed eight new three-minute "soundies" for the Mills-Roosevelt Panoram movie machine, directed by Roy Mack and featuring a bevy of showgirls from the recently finished "Ziegfeld Girl." Among the girls chosen as the country's best models, are Claire James (Miss America), Virginia Cruzon, Patsy Mace, Frances Gladwin, Sylvia LaMarr, Penny Gill, Jean Wallace, Clarence Curtis, and Lois James.

"Jive, Little Gypsy, Jive," first of the octet, features Diana Costello in an authentic gypsy dance.

"Love Turns Winter to Spring," an ice skating number highlighted by an exhibition by Olympic champion Mae Ross and another exhibition by Vince Barnett as a waiter on skates, is sung by Martha Tilton and Gene Grounds with music by Bobby Sherwood's orchestra.

"What the Country Needs" is a new Sam Coslow song especially written for Martha Tilton, who features it here for the first time anywhere.

"Am I in Love with a Song" is sung by Gene Grounds and played by the Melody Maids girl orchestra while Baron & Blair, New York society's favorite dancing team, create a new waltz routine.

"\$32.50 a Month" is the first work of a new songwriting discovery, Jimmie Dodd.

Omaha operators are applauding the nifty and new quarters of the Howard Sales Company at 1206 Farnam Street. Tony Mangano, owner of Howard, has been in every branch of the business and his new quarters show his knowledge of providing "just what the operator ordered".



Buddy Rogers' orchestra is featured, with Shirley Dean joining in on a duet vocal. "Twelfth Street Rag" lets Buddy Rogers play every instrument in the band with surprising skill.

"I Know Somebody Who Loves You" is a Jack Owens number sung by Gale Storm to the accompaniment of the Fashionaires, who play on toy instruments found in the toy shop setting.

"Last Night's Gardenias," sung by Shirley Dean, presents the orchestra in silhouette against a white backdrop to give a novel shadowgraph effect, while the story is told in pantomime.

• • •

First Cutie—This is my Social Security Card.

Second Cutie—But that's your sugar daddy's calling card.

First Cutie—Didn't I say it was my Social Security Card?

• • •

Our idea of the meanest man is the barber who puts hair restorer in his shaving cream.

NEW YORK

Covered By
IRVING SHERMAN

NEW YORK (RC)—The boys are going to town. Coin Machine Row is spreading like grandma's garden patch. Latest among topnotchers on "the row" is Interstate Music, Rock-Ola distributor, with Joe (Association) Fishman and Marvin (Orator) Leibowitz. The Arthur H. Du Grenier Corp. also finds Tenth Avenue and the Fortieth Streets what the doctor ordered. Incidentally, while coin machine men who fly are as common as pulchitruide in a beauty parade, Burnhart "Bip" Glassgold, vice president of Du Grenier, is the daddy of 'em all, being a flying member of the Stratoliner Club.

Cigarette operators are talking about the plucky wife of the former owner of F. & S. Cigarette Service of New York. The passing of her husband placed the burden of the route on Mrs. Weiner's shoulders and the lady is carrying on in a manner that is winning the praise of all. Mrs. Weiner attends association meetings and keeps a close ear to the ground.

Pals of Bill (Carnation) Peek will be glad to learn he is on his pins again. Bill was down for a short count, waited a bit, shook his head, then rose to hand Tough Baby Germ one of the real drubbings of his life.

Ray Harrison, Westchester operator is running Aaron Gosch a close race for local wit. The youngster keeps the crowd in stitches and he feeds the laughs when they're needed most. Informed of his rival, Gosch, pioneer cigarette operator has gone into training, plans to show up one of these days with a fresh bundle of gags.

A word to all operators: It isn't only your stops that need checking. That operator who had the close call the other day when a bolt on his steering gear broke loose is alive today only because he had just started and was still in his first speed. Other similar narrow escapes have come to the attention of the writer. It takes only a few minutes to check your car each day and it may mean the difference between a happy wife and a widow.

What with the RAF on everybody's tongues and selectees pouring into army camps from all directions, operators are clamoring for more war games. Skyfighters and ray guns are not enough. How about submarine and depth bomb gadgets? Right now the manufacturer who keeps pace with the modern war of machine and movement stands to cash in if he can work fast enough.

Talk of priorities is worrying some of the local operators. There is a feeling that Uncle Sam may clamp down on some of the materials essential to machines. But we have it on good authority that Uncle Sam

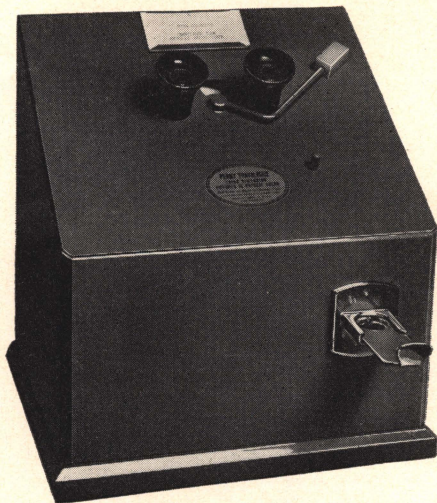
(See **NEW YORK**, page 38)

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PENNY TRAVELOGUE

THIRD DIMENSION, NATURAL COLOR FILMS



FILM CHANGES—3 FOR \$1.00

165

Film Changes
NOW AVAILABLE

Showing—Scenic View of U. S.,
Canada, Alaska and Hawaii,
Hula Dancers, Movie Stars
Homes, etc.

SAMPLE MACHINE
WITH 3 FILM CHANGES

\$27.50

1/3 with Order, Bal. C.O.D.

Specify Battery or Plug-in
model.

Write for Quantity Prices

MAC SANDERS

2837 West Pico Blvd.

REpublic 5161

Los Angeles, Calif.

METERMOVIES LEAD THE FIELD!



A PROVEN
Big Money Maker
ON ACTUAL LOCATIONS!

METERMOVIES
SCORES NEW
"FIRSTS"!

FIRST on actual locations with a practical, fully-perfected and reliable instrument!

FIRST with a mechanism guaranteed against film breakage — eliminating resulting loss of play, costly service calls, and customer dissatisfaction!

FIRST with a simple, foolproof mechanism handling — not 6 or 8 — but sixteen full, 3-minute length subjects!

FIRST with a machine that answers all operating requirements — proven by thousands of hours of paid, public operation!

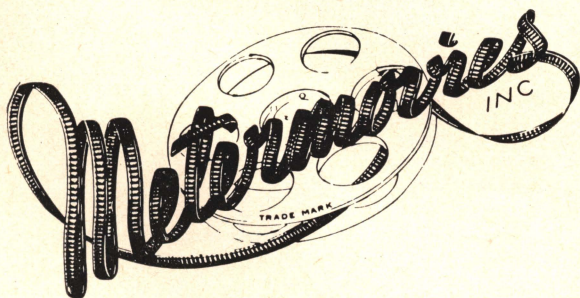
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DON'T FORGET FUNDAMENTALS "IT'S THE METERING REEL THAT COUNTS!"

Metermovies' unique, automatic "Metering Reel" solves all problems of continuous film operation at the source!—eliminating all load from the projector, and positively preventing film breakage, film tension and wear on film sprocket holes! An exclusive Metermovie feature, this remarkable "Metering Reel" is the result of over three years of exhaustive research, testing and perfecting!



CR. 61408

8851 Beverly Boulevard
HOLLYWOOD, CALIF.

DISTRIBUTORS — OPERATORS

Check These Points!

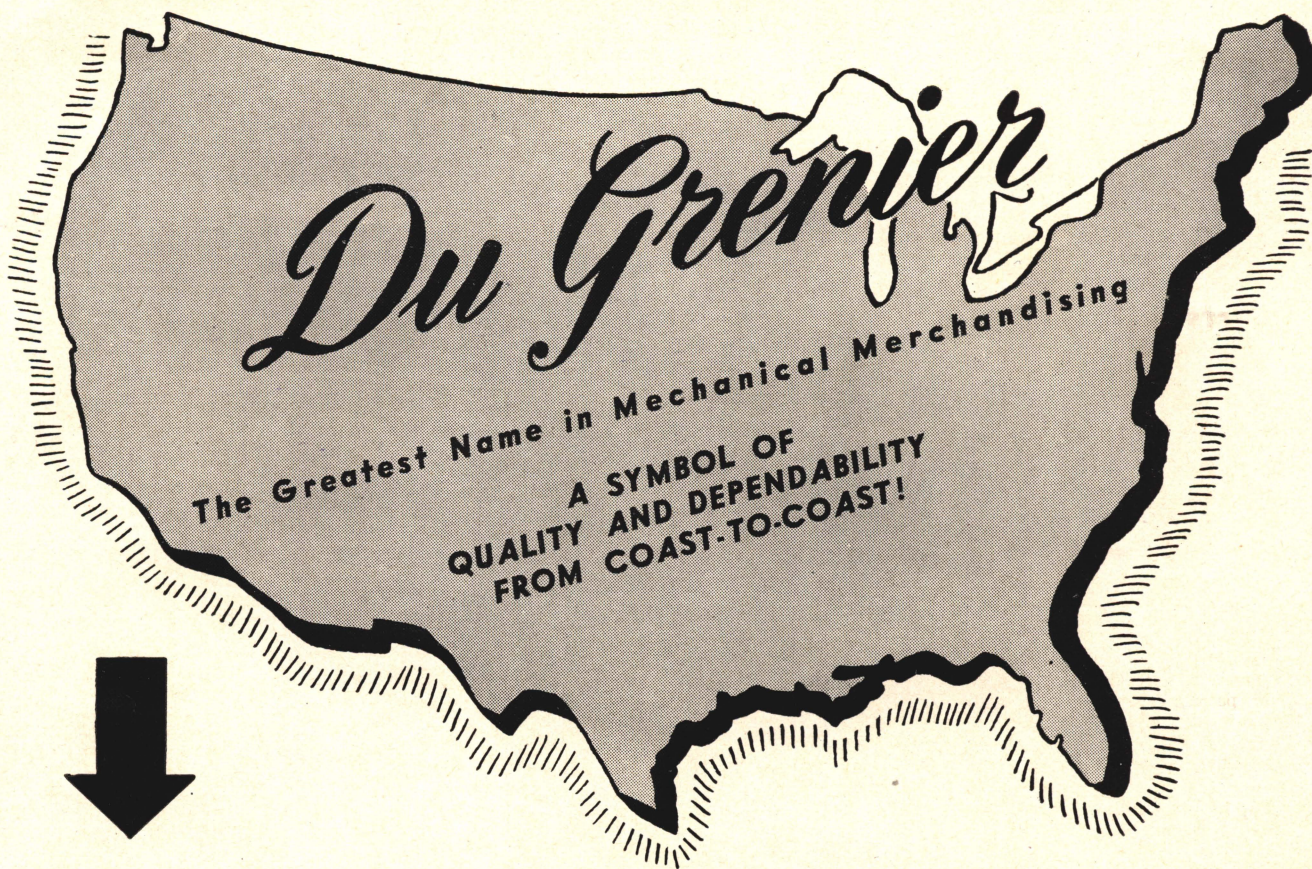
1. Will the machine you buy require "wet nursing" — special "processing" of film — temperature and moisture control, etc.?
2. Is it built to contain only 4, 6 or 8 pictures — therefore obsolete before installed?
3. Are the subjects shortened to create the illusion of greater capacity?
4. Will manufacturing problems become your problems, or have they been solved by long testing, and sound engineering?

BEFORE YOU BUY
INVESTIGATE METERMOVIES

Send For The "Cavalcade of Coins"

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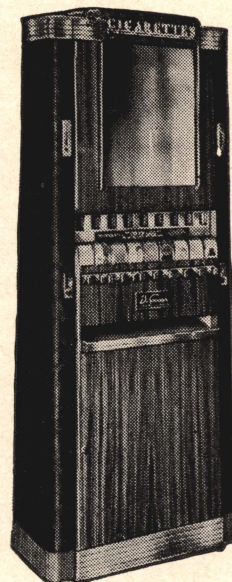


CANDY MAN 5c Candy bar machine ♦ CHAMPION Cigarette merchandiser

A low priced candy machine with superior features. Vends and displays 12 varieties of bars. A real location getter!!



The favorite of locations, servicemen and operators all over America. Increases earnings—lowers costs—Perfect in performance.



WHEREVER YOU ARE

there is a DuGrenier representative near you. Let him show you how DuGrenier machines can improve your route and increase your earnings.

MAIL THE COUPON BELOW — TODAY!!

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615 Tenth Avenue
New York N. Y.

D. W. HARTZELL
615 Tenth Avenue
New York, N. Y.

ROBERT KLINE
5481 West Berks Street
Philadelphia, Pa.

RALPH H. LITTLEFIELD
108 Bromfield Street
Wollaston, Mass.

JOSEPH H. SNOW
16198 Ward Street
Detroit, Mich.

WALLY SIPPLE
c/o DeVoy Hotel
Memphis, Tenn.

JAMES H. MARTIN
1407 Diversey Blvd., Chicago, Ill.

DISTRIBUTORS

ELECTRO BALL CO., Inc.
1200 Camp Street
Dallas, Texas

RICHARD A. PARINA
156 Ninth Street
San Francisco, Calif.

HANKIN MUSIC & CIGARETTE SERVICE
156 Ninth Street
San Francisco, Calif.

ARTHUR H.
DuGRENIER
INCORPORATED

15 HALE ST., HAVERHILL, MASS.

A. H. DuGRENIER, Inc.
15 Hale Street
Haverhill, Mass.

GENTLEMEN:

Send your full color literature on The Champion and The Candy Man and have your representative call.

Name.....
Address.....
City..... State.....

— MUSIC —

Paramount Invites Crosby to Suicide Party

Roberts Has New Executive Post

CHICAGO—At a special meeting of its board of directors, The Automatic Instrument Co. of Chicago and Grand Rapids elected Henry T. Roberts vice-president and general manager of the company and named Arthur W. Freese vice-president and works manager. For the past four years Roberts has been vice-president and general manager of the J. P. Seeburg Corp.; for ten years Freese was secretary and works manager of the Zenith Radio Corp.

The Automatic Instrument Co., which has more than 1700 stockholders, owns the basic patents covering the fully-selective coin operated phonograph, the only record changer that plays records on both sides selectively, the remote control wall box devices, the Bell lock, the beam of light pickup for phonographs, and many other valuable patents.

The Automatic Hostess, or wired music equipment, which it also manufactures, is licensed by Electrical Research Products Inc., Western Electric Co. and the American Telephone and Telegraph Co.

Up to the first of the year the company manufactured its phonographs and remote control equipment for exclusive use under its franchise system and denied others the right to purchase and operate same. The company is now out of the producing business, having repurchased all of its exclusive franchises, and is at present establishing distributors for the sale and distribution of its products throughout the country.

Expansion of each of the diversified divisions is projected, and plans are also underway for the opening of a factory in the Chicago area to supplement the plant in Grand Rapids. ♦

Ohio Operators Promote Music

CLEVELAND—Kay Kyser, who runs the "college of musical knowledge," was one of the first to congratulate Jerry Antel, president, and the Phonograph Merchants Assn. of Cleveland, which he heads, on their campaign to merchandise music through the 4000 automatic phonographs operated throughout the Greater Cleveland area.

Daily newspaper advertising and special cards on each machine are being used in the concentrated drive to popularize a "hit tune of the month," according to Jack Cohen, vice-president of the association.

First number selected as the "tune of the month" was "I Hear a Rhapsody," with all machines carrying the disc during the period. Selection of the recording is made by servicemen who check the machines. ♦

'Juke Box War' Looms as Threat To Nation's Phonograph Industry

LOS ANGELES—The Coin Machine Industry's "Oscar" for poor judgment will undoubtedly be awarded Paramount Pictures' Producer Paul Jones in the next Academy presentation, if he continues his enthusiastic plans to star Bing Crosby in a little epic to be entitled "Juke Box War."

To Dwight Taylor who suggested the idea and whom Jones is anxious to have hurry home from 20th Century-Fox where he is busy on "Coney Island," so that he can write the story for the Crosby opus, will undoubtedly go a neat bundle of scallions in bitter token of the appreciation of several thousand music operators who will find their business thoroughly shot by public distaste.

And to Crosby will go a handsome funeral wreath marking his abrupt departure from all the music machines in the land where he is now enjoying a steady, higher-than-anybody's favor.

That Paramount would gain nothing by utilizing such a story, let alone starring Crosby in it, is hardly without question. Other pictures made around the vengeance of "coin machine gangsters" have turned out to be "B" films or worse and have not drawn at the box office.

That the coin machine industry would lose much of its hard-won ground is equally unquestioned. WE know our aims and objectives are simply those of providing a good quality of entertainment for the general public at a low cost to the buyers, and thereby to make a decent and honest living. But the public is always skeptical, always seeking a "goat," always willing to pounce with sadistic fervor on anything which has been shown to be a racket. Whether or not people do this simply as a defense of their own activities, as a diversion against being questioned themselves in what they do, does not matter.

The thing that does matter is that YOU—no matter what type of equipment you operate—stand to lose your investment and your living.

The Coin Machine Review, taking the lead in this new fight for the rights of coinmen, has already written its opposition to the head of Paramount's Hollywood studios; presumably it is within his power to veto any projected move by any producer under his charge. A copy of our letter to him is reproduced herewith.

March 5, 1941

Mr. Y. Frank Freeman
Paramount Pictures, Inc.
5451 Marathon
Hollywood, California
Dear Mr. Freeman:

On behalf of the operators of the more than 400,000 automatic phonographs now in use throughout the country, the COIN MACHINE REVIEW protests Paramount's current plans to make a picture to star Bing Crosby and to be called "Juke Box War."

There have been previous instances where the motion picture industry has made the coin machine business the butt of attacks. Some of them may have been justified, but curiously there has been no record of these pictures having brought a big box office return.

While we do not claim that competition has been eliminated, just as it continues in every other business, there is no racketeering—and with automatic music equipment in particular there have been no gang wars, no slayings, no illegal efforts to gain control.

To present the coin machine industry in this light—no matter how good a "story" it might make—would be manifestly unjust. But more important to you is the fact that Bing Crosby, like many another, has ridden to a high peak of popularity as much by reason of record-

(TURN PAGE)

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ings on these automatic phonographs as on the tide of motion pictures or radio broadcasts.

We feel sincerely confident that "Juke Box War," which your Producer Paul Jones seems to favor so heartily, will do Paramount no good. Such a picture will do untold harm to the thousands of men whose honest living comes from ownership and operation of automatic phonographs. And such a picture as this would undoubtedly mean "Bye, bye Bing," as far as Crosby's hard-earned and well-deserved popularity is concerned.

We request that you do NOT make "Juke Box War!"

Very truly yours,
COIN MACHINE REVIEW
(Signed) **P. W. BLACKFORD,**
Editor and Publisher

But one voice, no matter how strong it may be, is not enough. The moment calls for your voice to be heard, as well.

If you want to keep your business, write—RIGHT NOW—to Paramount Pictures, Inc., 5451 Marathon, Hollywood, addressing your letter either to Y. Frank Freeman, head of the studio, the story department, or Producer Paul Jones, voicing your opinion on the plan of filming "Juke Box War."

You can do more than that. For a number of years Crosby has been top-artist for Decca. Decca, too, would stand to lose by Paramount's ill-considered program. Voice your protest to your nearest Decca branch-manager—not to the clerks in the stockroom—and tell him you oppose the production of "Juke Box War." You may even go beyond that and write to the main office of Decca Distributing Corp., 799 Seventh Avenue, New York City.

DO IT NOW! If you get "Juke Box War" on the screen you'll get more than that—you'll get "Juke Box Death!" ♦

Marquette, Veteran Operator, Dies

DETROIT—John A. Marquette, veteran coin machine operator—one of the oldest in experience in the country—died suddenly February 14 at his home in Marine City, Mich., following a heart attack. He was buried in Detroit's Mount Olivet Cemetery, with many industry leaders from

Chicago attending the services.

Marquette entered the coin machine business as an operator of automatic pianos, more than 45 years ago, later turning to other forms of music equipment until at one time he was said to be the largest music operator in the state. Retiring from active operation of the Marquette Music Co. some 14 years ago, he nonetheless followed the progress of the industry closely. ♦

Disc Sales Set All-Time Peak

NEW YORK—Production of phonograph records has reached an all-time high, even exceeding that of the early 1920's, according to executives of Victor-Bluebird, Decca, and Columbia-Okeh. Night and day shifts at pressing plants are common, and Decca's New York office, swamped with orders for waxings, has temporarily stopped servicing writers of record reviews in the daily papers.

General consensus is that the year 1941 will see more records sold—both popular and classical—than in any other year in phonograph history. Popularity of the coin-operated phonograph is said to be largely responsible, along with the disc-buying public's increased interest in bands. ♦

* * *

A Western farmer had so many loans from the government he had to use political pull to milk a cow.

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For portraits and commercial shots you cannot get better work at a fair live-and-let-live price. We are official photographers for the industry. Our work appears in every issue of this publication. Call us and be assured of a perfect result. Ask for

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Los Angeles, California

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Welcomes
INQUIRIES
FROM
MUSIC
MERCHANTS

W. A. (Bill) BYE

WURLITZER DISTRICT MANAGER

FOR ARIZONA, CALIFORNIA, COLORADO, IDAHO, MONTANA, NEVADA, NEW MEXICO,
OREGON, UTAH, WASHINGTON, WYOMING AND HAWAII.

509-10-11 DeYoung Building
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San Francisco, California

1348 Venice Blvd.
Telephone RI 0196
Los Angeles, California

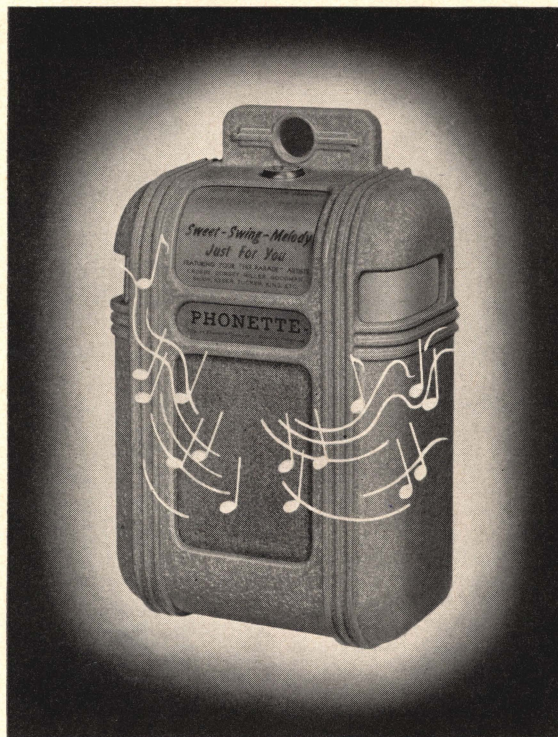
**"ONLY A 'PENNY A TUNE' TO THE CUSTOMER—
BUT MORE PROFIT TO THE OPERATOR"**

After two years of research, designing and manufacturing
the **Originators of**

Phonette

Thank You

Operators' orders have doubled Factory Production each month for the past six months—and we appreciate your quick acceptance of the Penny idea.



See Phonette installations in the largest chain stores in
the country—

New York
Chicago
Los Angeles
Seattle

Houston
Fort Worth
Galveston
Dallas

San Francisco
Oakland
Phoenix
Detroit

and many other important cities.

These ingenious, new "individualized" PHONETTES are **REAL MONEY-MAKERS**—inexpensive and easily installed, they provide **UNLIMITED** potential income to the music merchant. Not a wall box at all—but in effect a complete musical instrument which plays **ONLY** to its own immediate audience at speaking voice volume. Plays **ONLY** to the customer inserting the coin.

All orders shipped the same day received. **THE ORIGINAL AND ONLY PROVEN PENNY-A-TUNE DEVICE ON THE MARKET.**

PHONETTE COMPANY of AMERICA

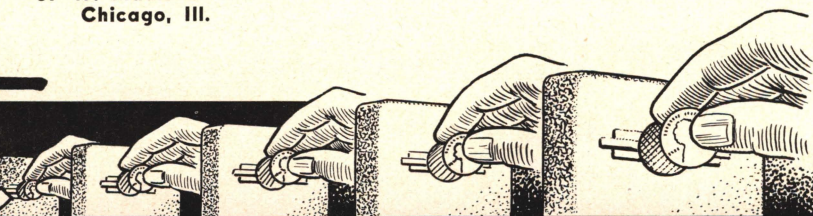
6808 Santa Monica Boulevard, Los Angeles, Calif.
Phone: Hillside 8195
67 W. Madison Ave.
Chicago, Ill.

Phonette

MULTIPLE INCOME—SIMULTANEOUSLY—AT SMALL INVESTMENT

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BUCKLEY BLONDE BOOSTS BOXES



Jane Texan, winner of the title "Buckley Music System Girl" in contest conducted by Buckley Music System, Inc., is a Dallas, Texas, beauty whom you may have seen on the front cover of your favorite magazine. Jane is also model for many of the Jon Whitcomb's paintings that have appeared in Collier's and other publications.

the distributors and operators everywhere in the country and will carry the Buckley Music System standard to a most triumphant year's business for '41.

"We believe that Jane Texan is truly symbolical of the beauty of the new '41 Buckley Music System. Because of the new and beautiful light-up, Lumalite plastic, Buckley Music System, introduced this year — new beauty, like Jane Texan, corresponds perfectly from every standpoint.

As H. R. (Perk) Perkins, General Sales-manager of the firm, stated, "The contest this year to choose the most outstanding glamorous American Girl as the 'Buckley



"Hats off," says Jane Texan, "to Buckley Music System for helping music operators to bigger, better and steadier profits."

Musical System Girl' for '41 was open to all beauties in the country. It started late in December and it took over two months to pick the finalists from the hundreds of photos received. It was a real job to look over the remainder and choose the winner.



"There are five different models of the Buckley Music System," explains Jane Texan, "for 32, 24, 20, 16 and 12 record changing mechanisms which assures satisfaction for every type of location. And, what's more," says Jane, "they're all the same perfect small size."

We, here at Buckley Music System Inc., want to compliment Jane Texan for winning this contest. We also hope that everyone of our distributors and all the music operators throughout the country will agree with us that she is — without any doubt, the true symbol of the Buckley Music System — electrifying beauty."

Other executives of the firm also praised the choice of Jane Texan as the "Buckley Music System Girl". F. H. Parsons, Executive Vice-President and General Manager, reported, "Jean Martin clicked with the automatic music trade during 1940 as the Buckley Music System girl. Because of this we decided to again choose an outstanding young, American beauty, to symbolize the beautiful, new, 1941 Light-Up Buckley Music System.

"The choice of Jane Texan was logical, her electrifying personality, her youth and her beauty are all perfectly symbolical of our new, 1941 Buckley Music System."

Jane appealed to the Buckley Music System distributors in an autographed photo that she is sending to each of them, "I do hope that you will help me over the top as the Buckley Music System girl by doubling and tripling your sales of Buckley Music System. It will be a real pleasure for me to know that I have been responsible for helping to increase your sales."

A tour of important centers is planned for Jane Texan, who will meet with outstanding Buckley Music System operators and distributors as the "Buckley Music System Girl."

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.

Eastern Company
620 Memorial Dr., Cambridge

MILWAUKEE, WIS.

Taylor Electric Co.
112 North Broadway

NEWARK, N. J.

Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.

Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.

Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.

Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



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EXCUSE US FOR BLOWING OUR OWN HORN

But

WE THINK YOU'LL LIKE THE TUNE



Model 850

We think we've got one of the finest Distributor Service Organizations in America. That's what our Music Merchants tell us and they're the boys who should know.

We know that our Service Men are experts on remote control—on amplifiers—on all electrical and mechanical work.

To back them up we maintain a COMPLETE Parts Department. If you want GOOD service IN A HURRY at a REASONABLE cost—remember our claims. THEN, give us a chance to PROVE them!

CALIFORNIA-SIMPLEX DISTRIBUTING CO.

Exclusive Distributors for

WURLITZER

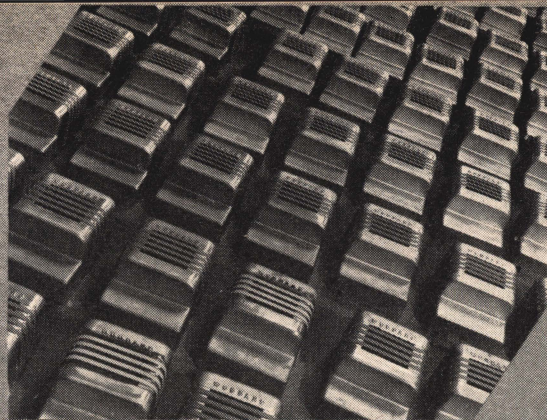
Automatic Phonographs

SAN FRANCISCO
1157 Post Street

LOS ANGELES
1348 Venice Blvd.

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WOODARD MANUFACTURING OPENS PLANT FOR PRODUCTION OF WALL AND BAR BOXES

LOS ANGELES—To still-growing industrial Los Angeles there was added recently a new plant, that of Woodard Mfg. Co., at 6644 Santa Monica Boulevard, in the Hollywood district. Gordon K. Woodard, president of the firm, is no newcomer to the coin machine business, and the new plant, which is turning out what he believes are the smallest music boxes ever made, is merely another step forward in his progress. Woodard believes that appeal of the new units lies not only in their attractive appearance, but also in their simplicity of construction and space-saving quality.

Vice-president and salesmanager of the organization is a veteran coinman, young, go-getting Martin V. Smith. Secretary-treasurer is Stanley W. Kuhns, a newcomer to the industry who was well known in Chicago real estate and insurance fields. Factory representative for the 11 western states is F. W. Jarrell, who formerly was associated with Buckley in the same capacity.

Two products are coming from the Woodard plant at present. First of these is the Penny Music Mint, a miniature wall box which operates on a penny. Device has a built-in, individual loud speaker which plays music directly to the customer at a low, pleasant volume which bothers no one else and does not interfere with the merchant's activities. The unit is illuminated with fluorescent plastic which is said to enhance the interior of any location.

Woodard's other product is a wired bar and wall box in two models. Model A comes with open mike, while Model B has a relay-controlled, built-in microphone, permitting only one unit to operate at a time.

Eye-catching without being flamboyant, these Woodard Wall and Bar Boxes are said to have a smash, location sales appeal in the point-of-purchase idea which eliminates leaving booth or counter to buy music. Mechanisms on all boxes are reported to be simple and foolproof, with

servicing time and costs at an unusually low minimum.

Production is underway on initial orders totaling more than 2000 units, according to Woodard. Excellent results have been reported by Operator Ray Jones on a substantial installation in Southern California's Sontag Drug chain. Other boxes have been spotted in a number of class cocktail bars and restaurants in and around Hollywood and Los Angeles. Production is being stepped up rapidly and within 30 days Woodard expects 100 a day to be the normal output. Orders are said to be filled promptly, and time payment deals are available through bonafide jobbers and distributors.

The organization is set to carry out a vigorous sales campaign and plans call for Salesmanager Smith to leave the home office shortly on a 25,000-mile swing around the country by plane, visiting key areas. ♦

TEXAS

Covered By

JOHN G. WRIGHT

HOUSTON (RC) — Regional showings of the complete line of Rock-Ola operating equipment were held in Houston, San Antonio, and Dallas on February 7, 8, and 9, respectively. Added showings were held in Mobile, Ala., New Orleans, and in Oklahoma City, Okla., after the Texas displays.

BELOW LEFT: Martin V. Smith, Sales Manager for the Woodard Manufacturing Company, with a Wired Music Box and a Penny Music Mint. CENTER: A penny music box in action in a Los Angeles location. RIGHT: F. W. JARRELL, Western Sales Representative for Woodard, observes Operator Ray Jones as he signs for 500 boxes to be installed in the mammoth Sontag drug chain in Southern California.

LEFT ABOVE: A corner of the Woodard Manufacturing Company plant as production gets underway on the new wall and bar boxes. CENTER: Cabinet shells arrive by the hundreds as the plant gets into full gear. RIGHT: Showing a close-up of a section of the assembly line where only experienced craftsmen are at work assembling the Woodard boxes.

Showings were well attended and the new equipment favorably received. Local distributors in each of the Cities were assisted by the famous Rock-Ola Leadership Girls in demonstrating the new machines and entertaining the visiting operators. K. F. Boldt, Rock-Ola advertising manager, attended all the shows. He expressed satisfaction at the splendid attendance, and commented particularly on the large turn-out at Mobile.

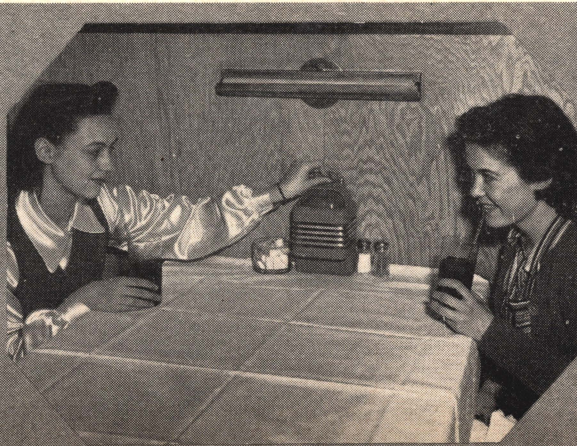
The Sun Amusement Co., which opened in Houston February 9, is South Texas distributor for the complete Buckley line of operating equipment. Two well-known Texans, W. W. Ackman and J. E. Duncan, are co-owners of the firm. Ackman is reported to have actually built the first wall box installed in Texas.

Raymond Williams, general salesmanager for Commercial Music Co., Wurlitzer distributor, has moved his home from Dallas to Houston.

George Wrenn of Houston has accepted a sales position with the Buckley Music System. His territory includes North Texas and Oklahoma.

Ernest C. Stanley has purchased the Ideal Novelty Co. in Fort Worth, formerly owned and operated by J. W. Johnson. Johnson died January 6.

Texas State Legislators are like industrial workers in one respect; they use the location commission on their cold drink vending machines to buy flowers for sick members. The Texas lawmakers, after some hours of discussing the inconvenience of getting a cold bottle of pop, milk, or fruit juice in the capitol building, finally arranged for the vending machines to be placed in the hall near the Senate chamber. Then came the question of disposing of the profits; more lengthy discussion; and the final decision to create a sick and



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H. R. SMITH
Packard District Manager for
 Utah — Colorado — Wyoming
 So. Idaho
 P.O. Box 467
 Colorado Springs, Colo.



W. E. SIMMONS
Packard Mfg. Corp.
Regional Manager for
 Eleven Western States
 1025 North Highland Ave.
 Hollywood, California

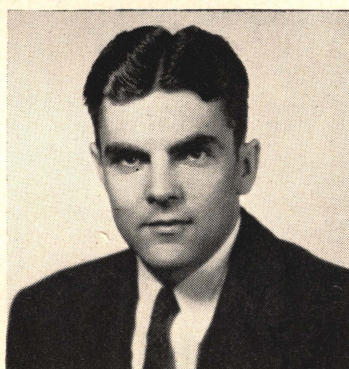


CLAYTON BALLARD
Packard District Manager for
 Oregon — Washington — Montana
 No. Idaho
 3604 N.E. 18th Ave.
 Portland, Ore.

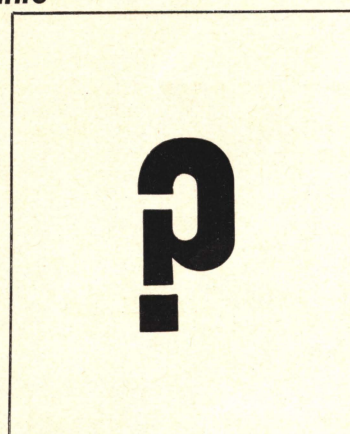
Phone, Write or Wire the District Manager in Your Territory for Full Details on Packard's Complete Line



**See April Issue of
 Coin Machine Review**



ED WISLER
Packard District Manager for
 So. Nevada — Arizona
 New Mexico
 Adams Hotel, Phoenix, Ariz.



**See April Issue of
 Coin Machine Review**

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funeral flower fund with the location's commission.

The Texas Legislature has completed seven weeks of the present session without considering a single bill directly affecting coin machine operators. Two bills are due to be introduced that will affect phonograph and cigarette machine operators indirectly: A proposed one-cent-a-pack additional tax on cigarettes (making a total of four cents), and a bill to abolish all beer taverns outside city limits and stricter regulation of those within city limits.

HOUSTON BRIEFS: Jess Porter, one of the six Porter brothers that own and operate the Southern Amusement Co., now operates a long string of vending machines. . . . Bill Peacock living in his beautiful new

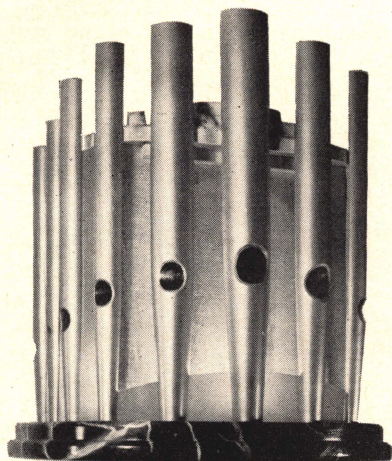
home on Memorial Drive. . . . Smiling, pretty Miss Rema Lou Pullen with Stelle & Horton is our best reporter; she always has favorable news of the trade. . . . Sam Ayo to cook spaghetti and meat balls for next social meeting; Mrs. Ayo says he actually can cook, so the boys feel some better than they first did. . . . D. W. Willett believes he has been in the wrong business all along; he had just been asked around \$300 for one engraving cut of a phonograph. . . . Allen McQuhae, pleasant and good natured as ever, despite the fact that unfilled orders are piling higher and higher.

Two more big defense project contracts signed February 20. A synthetic rubber plant, world's largest when completed; and a \$18,000,000 steel mill. Both will be within ten miles of Houston. ♦

Bailey, Teagarden Record for Decca

NEW YORK—After nearly six months' inactivity, Mildred Bailey moved to Decca's 57th Street studios with an instrumental quartet, marking a change from the Columbia label. Decca officials will permit her a wide choice of tunes and expect her newest sides to outsell any of her previous ones.

Jack Teagarden's band, now touring the south under direction of Paul Wimbish, has also moved to Decca where, at the close of January, the Texas trombonist recorded "Dark Eyes," Rachmaninoff's "Prelude in C-Sharp Minor," "Big Tea Stomp," and an original blues with vocal by Teagarden, called "Blues to the Lonely." ♦



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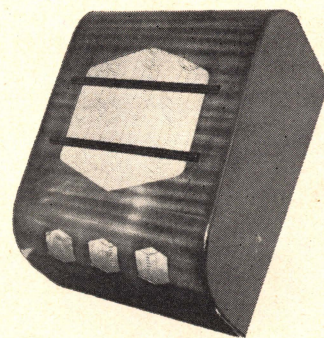
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Los Angeles, Calif.**



For 10 - 12 or 15"

Speakers

\$6.75

New York

(Continued from Page 28)

instead of clamping down will encourage more vendors, especially as manpower is in question and what releases manpower releases what Uncle Sam will need to keep up defense plans.

Rowe Cigarette Service is receiving congratulations on its vigorous campaign to wipe out machine robberies. This is one evil you can't rule out by passing laws. The authorities might be amazed to learn of the growing number of robberies, many operators reporting as many as two and three on one route. Rowe caught one fellow after warning its servicemen to be on the alert. Operators generally can help by doing a little police work on the side. See your association secretary as to how you can eliminate preying on your property.

Counter games are spreading in popularity. The Mike Munves Corp. reports an increasing interest in these games since the January show. Reason for appeal is that counter games make for economy of handling, can be bunched up with other machines, and afford closer contacts with customers.

Jim Stewart is coming back strong in cigarette machines, the boys tell us. The new angle, electrical merchandising of cigarettes, seems to have a future and everybody remembers that when Jim Stewart gets behind anything it generally goes places. Stewart's former assistant, Louis Jaffa is also battling them out again, this time in a promotional activity that is going to keep pace with his former boss.

Movie machines are coming along handsomely. Big names behind enterprises helps a great deal in putting a novelty like this over. A canvass of operators' opinions on the subject of movie machines shows that most feel that the machines have a future, provided the price is brought down and greater selectivity is achieved. Engineers are working on selectivity and the price question will be solved in due time.

George Seedman, Rowe emissary, is finding his legal background no little help in untangling some of the local boys as to parliamentary procedure. For example, some of the operators were long under the impression that when two men claim

the floor at the same time the fellow who yells the loudest wins. "No case," George has ruled. "It all depends on whether a man is bass or baritone."

Bob (Gentleman Bob) Hawthorne is running George a close second as a neat polisher-off. When an operator disclaimed that he ever had any temptation to "jump" a location, Bob asked, "Brother, do you feel a slight pain above your forehead? Don't worry. It's your halo pinching."

Nobody loves a fat man, except the restaurant people, so that may be the reason why Bill Frazer has threatened to go on a diet. While Frazer can get around as well as anybody else, it was embarrassing to get caught in that door and Bill is going to do something about it.

Sol Silverstein's tieup with the Chicago Coin Machine Corp. as factory representative, calls to mind that Sol was formerly a New York operator. Following activity as a local distributor, Sol got a comprehensive picture of the business and there's no doubt he knows what operators are looking for and what, incidentally, the boys can afford to pay.

Moe Mandell, Northwestern Sales & Serv

ice Co. prexy of Brooklyn, looms as a go-getter. As first man in Northwestern's sales contest of recent date, Moe accomplished no mean feat and his genial and human way of doing business is making lots of friends in eastern territory.

As we go to press the CMA of New York is tidying up for its yearly lovefest and dance and this is a treat. If blowouts of the past are any criterion, we may expect Matty Forbes and his boys to leave the town ga-ga-eyed. Food fit for kings, entertainment for even the most jaded ear and eye and music that will coax rhythm from even a mummy's toes, promise to be the ingredients of a mighty fine evening.

Tony Gasparro of Weston Distributors admits that New York is a tougher town than Chicago. But Tony says that the New York boys act the same as the Chicago operators when it comes to the real stuff. Since coming east Tony hasn't even had a chance to glimpse the Empire State, keeping busy in meeting up with old friends and new. As one of the neighbors of Coin Machine Row, Tony says he feels right at home and hopes the operators feel the same way about him. ♦



Riley Mobley, F.A.B. Amusement, Pensacola, Fla.; G. Louis Hoffman, Southern Music, Richmond; Robert Wedekind, Jensen & Jensen, Logansport, Ind.; DeForest Teefer, engineering department instructor; Roscoe C. Adams, Jr., Hub Automatic, Boston; George Nahas, Shenandoah Music Co., Shenandoah, Pa.; and Arnold H. Greene, Car-Nel Music Co., Arlington, Mass., were among those participating recently in the regular two-weeks' training period at the Wurlitzer Service School in North Tonawanda. Schooling is the basis of the superior service rendered by all Wurlitzer distributors and music merchants, it is reported.



The true beauty of phonographs take on a new significance in the professional style in which they are displayed in the beautiful new showrooms of Central Distributing Company. Experts collaborated in building these sales-compelling displays.

business, will come in and buy a new phonograph. He will pay cash or sign up for terms. Then suddenly he will have his cash or papers shoved back into his hands. For that 5,000th phono is going to be on the house.

Really, as far as expense is concerned, this free automatic phonograph is a very small item. But what is important is the fact that this incident is typical of the appreciation which Central, and many Midwestern firms like it, feel toward this automatic music industry which picked them up in the depression and emerged out of these years as one of the biggest money-making enterprises of all time.

Very much more to the point is the trend of action which this appreciation has inspired, for so strong has this feeling become that today Midwestern automatic music distributors and merchants are actually spending thousands of dollars to gain and hold a higher prestige in the eyes of the communities where they exist.

These men of music are looking forward to the day when "juke," "nickelodeon," and like terms will be as antiquated as "thou" and "thee." They are heartened by the efforts of manufacturers which have given them today's wired music and new exotic phonograph models. They know that when these efforts are culminated most people will expect to find automatic music in all public places just as they are beginning to expect to find air conditioning and sanitary rest rooms.

They know that tomorrow's location owner will have to have the best in modern automatic music just as he will be expected to have the best in all other modern improvements.

Yes, these Midwestern music operators know this because they have now attuned their eyes to looking ahead. They can read the sign posts and they now have a very definite destination.

The new Central Distributing Company typifies this movement. Recently it shifted its headquarters from limited quarters in an uptown section of Kansas City to a downtown location. It got out of ground floor space in an office building and into a building formerly occupied by a leading automobile distributor. And therein lies the story and the forecast.

But let Finley Mason tell it his way: "We took an automobile company showroom and

An Operator's Dream Comes True

by
B. K. Anderson

ONE day later in this year of 1941 two former operators are going to stand on the loading dock of one of Kansas City's leading business firms, an automatic phonograph distributing company, and watch the thing that couldn't happen become fact before their eyes.

Let me set the stage for you. It's an ordinary day in late summer or early fall in the Missouri Valley. Chances are 100 to 1 that it will be hot. There will be a couple of coin machine operator trucks backed up to the loading docks. Everyone will be in shirt-sleeves, rolled up past the elbows, and they'll sweat and cuss as they push new automatic phonos out into the trucks and rope them in.

Somewhere in the background shadows will be two very nervous and excited individuals, looking like nothing so much in the world as two expectant fathers waiting outside a maternity ward. Pretty soon the trucks will be loaded and the operators will start to drive away. Then these two will emerge from the shadows and leap on the running boards of one of the trucks. They'll drag the operator out. They'll pound him on his back. And then one of the biggest coin machine operator-distributor celebrations that the Midwest has ever seen will get under way.

It will be the celebration of the 5,000th new Wurlitzer phonograph sold by Tim Crummett and Finley Mason to local operators off the floor of their Central Distributing Company.

Not so many years ago you would have had a tough time convincing either of these gentlemen that there were 5,000 automatic phonographs in existence. Finley Mason, at that time, hailed from a historic little North Missouri town by the name of Liberty. If you're up on your reading about Jesse and Frank James, you'll remember that this is where they fought out their last court battle with the railroads. Well, Mr. Mason, during the year when you could still hear the echoes of stocks crashing down from the Wall Street skyscrapers in the dive of '29, was beginning to get around in coin

machine circles in the Kansas City area. Not a big operator, but still in the coin machine business.

Across the Missouri River, in Northtown, or North Kansas City, as Rand McNally favors it, there was a well-liked young barber shop proprietor by the name of Tim Crummett. Mr. Crummett also had a healthy interest in coin machines, and with the depression driving haircuts down to two-bits each, it didn't take an Einstein to figure what was going to happen to barber shop profits at this price.

So, out of the smoke and haze of the first five depression years emerged the Central Distributing Company, owned and operated by partners Mason and Crummett. For quite a time the "distributing" part of the name gave the new firm a sort of prestige, but little in the way of profits. They had decided to specialize on automatic music, and there weren't three operators in their part of the state who would agree with them that a profit could be made from this source.

But they wanted automatic music, for some reason that neither of them can explain yet, and they stuck with it to the tune of two new boxes every week, which explains where most of their profits went. Then, out of a clear sky, they were offered a new credit set-up, and found themselves with their first carload of new phonos. This was the real beginning.

What will happen on that hot day in the latter part of 1941 is simply a milestone. An operator, in his regular course of daily

The display windows on the street are turned over to a selling job. They are designed to acquaint the general public with the type of beauty the new phonographs have to offer, to impress the public with the position of importance the phonograph business holds today in the general scheme of things.



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building for our new headquarters because we believe that the automatic phonograph business in the future will more nearly resemble that of the automobile distributor than any other.

"Daily we find more need for display that heightens color tone, gives proper acoustic values, allows enough space for the different models to be considered separately and gets the message over to the public that we aren't a curbstome business.

"We spent a lot of money and time making our new building as attractive and efficient as we could get it. We were advised that because we have deep-cushioned carpets on our floors, private conference rooms, modern, efficient offices, a streamlined parts department with a uniformed attendant in charge, our entire ground floor devoted entirely to offices and display of new phonographs, and professionally conceived and executed backgrounds in our showroom, that operators would shy away from us, believing that because our overhead had gone up so would our prices.

"A study of this will show that this condition could not exist even if we wanted it to. Nor have we found operators at all shy about coming into our new building. They appear to like our idea of following the new motor car merchandising technique. They realize that regardless of our overhead we still have to meet competitive price conditions.

"The operator reaction that we have noted is that they feel that we have made our money in the business and we're putting back part of it to help raise the prestige of all automatic music in our community. Other things that they have told us they like are: parts departments that are not cluttered up with repairs; automatic invoice of all parts that assures replacements in a hurry; clean, sanitary rest rooms; conference rooms that allow for business to be transacted without interruption; display rooms limited to a single showing of each new model, and window displays that contrast the phonographs against a quality background.

"We gave up operating and are now only in the distributing business because we have found it is a full-time job. We know that the distributor of tomorrow must be a service institution, devoted primarily to this new theme in our business.

"Results in our favor which have been most apparent to us in our new quarters are that a better background gives the machine more eye appeal value, handling and repair costs are reduced due to new section-alization and specialization. We are able to keep the goodwill of our customers easier because we are equipped to serve them, and we are finding daily that our increased cost in overhead in the new building is being somewhat offset by the growing savings which this newly developed efficiency is bringing us."

Wisler Joins Up With Packard

LOS ANGELES—Ed Wisler, for several years Service Instructor for Wurlitzer, first in California and later in the Chicago, Indiana territory, has been assigned the Southwest District by W. E. Simmons, Regional Packard Manager.

"Wisler knows his new territory well," said Simmons, "and I have found him well liked by all operators. I feel his success is assured in covering this territory for Packard."

Before you can feather your nest you have to be able to make down payments.



Inspection in Seattle—Al Olsen, Otis Morehead, J. Michael, Fred Fields, District Manager Bill Bye, Factory Service Manager Walter Reed, and Art Andrell, agree that Polaroid illumination is a top-notch eye-catcher.

Wurlitzer Execs Set Air Flight Records

NORTH TONAWANDA — Nobody ever denied that the automatic phonograph business is a fast business. When Wurlitzer Music Merchants want to see Wurlitzer Executives, they want to see them in a hurry. Action is the essence of the industry and Wurlitzer believes in action—believes in maintaining close, personal contact with Music Merchants and Distributors. This is

why Wurlitzer Executives, District Managers and Distributors have probably flown more air miles than any similar sized group in American business.

"We encourage our men to fly," says M. G. Hammergren, General Sales Manager of the Rudolph Wurlitzer Company, "because it is in line with the efficiency that we try to build into every phase of our activities and which in the long run reflects itself in the value and service we always strive to give the Music Merchants of America."



Much flown Wurlitzerites Harry Graham, Pres. Wolverine Music & Specialties Co., Wurlitzer Distributor in Detroit; Larry Cooper, Wurlitzer District Manager of Illinois and St. Louis, Mo.; Bill Mossbarger, Wurlitzer District Manager of Minnesota, Wisconsin and the Dakotas and M. G. Hammergren, General Sales Manager, being greeted by Ernie Petering, Ass't General Sales Manager, as they arrived at the Buffalo Airport from the West.

Take A Look At Your Lease

By ERNEST W. FAIR

The preparation of a coin machine man's lease requires a special knowledge. A lawyer can embellish the document with legal diction and form but experience provides the practical points which are essential to profitable use of the property.

Leases which call for a fixed sum of rent for a certain period of time, then increasing rent over the future years, are never to the advantage of the lessee and should be avoided. If the location must be protected, options can be secured.

Always examine the abstract of title to leased property to determine the incumbrances ahead of the lease. It is important for the lessor to covenant that he has a good and marketable title and that the lessee shall enjoy peaceable possession of the premises.

In most states it is not necessary to record a lease, because possession of the premises gives notice to the world of the lessee's rights, but the lease should be recorded in states where the above rule does not obtain. Where there is an incumbrance ahead of the lease, the mortgagees should be a party to and should agree to abide by the terms of the lease in the event of a foreclosure of the mortgagee. This agreement should be recorded.

If ground is being leased for a building it should be surveyed before the lease is entered into. If there are any questions

concerning property walls or property lines, easements or rights of way, the lessor should clear them, or give the lessee proper protection against future difficulties.

Easements or rights of way in connection with adjoining property should be fully investigated and defined in the lease.

It is wisest for the lessee to be a corporation rather than an individual or individuals.

The length of a lease should be based upon the age and future of the building and competitive conditions and opportunities of increased business in the immediate territory. In good expanding localities leases of from 15 to 20 years are practical. Shorter leases do, however, have advantages. Rapid changes in business, constant remodeling and rebuilding, etc. enables the lessee constantly to negotiate to advantage.

State building codes and municipal ordinances are becoming more stringent, and every lease should contain a clause whereby the lessee shall be relieved from making rental payments during any period when the premises are unfit for occupancy. If the description of the property in the lease merely includes the ground and the building, the lessee is obligated to make any structural changes required to comply with municipal and state ordinances. If the lease specifically states that the building is to be used for your purposes, it becomes the

obligation of the lessor to keep the building fit for that purpose for which it is leased, and the expense incurred for compliance, which is often a major item, must be borne by the lessor.

It is customary for the lessor to agree to maintain the roof and walls of the building and for the lessee to covenant to maintain the interior of the building in good repair. The lessee's covenant should be limited to maintaining in good repair the interior of the premises and such fixtures or other equipment as are affected by the lease, with damage by ordinary wear and tear, fire, structural defects, acts of God and inevitable accidents excepted. It readily will be seen that the lessee is responsible for damage to the premises unless the same is specifically excepted from his covenant to maintain the premises in good repair.

One of the most important clauses in any lease covers fire, acts of God and inevitable accidents. The lessee should seek three protections: (1) The option to cancel the lease, (2) The obligation of the lessor to rebuild the property or repair it at the lessor's expense in such a manner that the same shall be equal to the leased property prior to such damage, the work to begin within reasonable time, and (3) In the event the lessor does not commence such repairs within a reasonable time the lessee shall have the right to deduct the cost thereof

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"Tops in Everything"

"Woodard Wired Music Wall and Bar Boxes have been operating at our locations for 10 weeks. In each case, they have increased our income. We have also moved into spots where it has heretofore been impossible to install wired music. I surely recommend Woodard Wired Music Boxes"

states A. A. Brant, General Manager,
20th Century Amusement Corporation
—using 65 Woodard Units



SAY LEADING
WESTERN OPERATORS

"Until we installed Woodard Wired Music Boxes in our top locations, we were forever in fear of losing these spots to mechanical bar boxes. Now, with our Woodard Boxes, we are receiving maximum play in these top locations, without any fear of losing these locations."

states Art Castle, Manager,
California Music Company
—using 60 Wired Music Units

WOODARD
Wired Music Boxes

Praise from operators everywhere... and praise rightfully given, because... Woodard Wired Music Boxes are inexpensive, practical, and designed to fit every conceivable location!

Furthermore, they're available in two different models:

No. 1 — STANDARD OPEN MIKE BOX — Requires no adapters of any sort. Works on any system. Easy to install. List price \$21.95.
No. 2 — STANDARD RELAY BOX — Designed for your busier, noisier locations. Single channel operation on any system. Closes all other boxes except the one with the nickel inserted. Requires location and studio adapter. List price \$24.50.

See these proved money-makers in our factory showrooms. Phone or write —

WOODARD MANUFACTURING CO., INC., 6644 Santa Monica Blvd., Los Angeles, Calif. • Phone Hillside 2148

from the next ensuing payments of rent, or to terminate the lease.

It is customary for the landlord to ask for a clause to defend, save, protect and hold harmless the lessor from damages arising out of actions or accidents caused by the lessee on the premises. The lessee can secure protection in the event such a clause is necessary by having a public liability policy issued in the name of the lessor, but this is an item of expense generally equivalent to one month's rent.

The usual bankruptcy clause which agrees that, if the lessee becomes insolvent or is adjudicated a bankrupt in voluntary or involuntary proceedings the lessor may at his option declare the lease terminated, is one-sided and disadvantageous.

Before entering into a lease the coin machine man should secure from the city or state building inspector a statement of the condition of the building, detailing the exact status of the structure in relation to municipal and state laws.

The lease should provide for written notice of default and demand for the performance before there can be a termination and there should be a period of 15 to 30 days for the correction of the default before the lease can be terminated. ♦

Corcoran Visits Northern States

SAN FRANCISCO—Completing a swing through the Northwest, William Corcoran, District Sales Manager for Buckley Music System Inc., returned to his headquarters in San Francisco a few days ago to report an extremely successful trip in the interests of the new 1941 line of Buckley Wall and Counter Boxes, recently announced in these pages.

"Big Bill", as he is known to hundreds of operators throughout the country, visited the music merchants of Oregon, Washington and Nevada during his recent trip, spending several days with distributors in each area.

"It was highly gratifying", declared Corcoran, "to experience the operator enthusiasm prevalent throughout the Northwest for Buckley Wall and Counter Box installations. In my conversations with operators, I discovered many facts concerning profits secured by conversion of former phonograph locations into Buckley installations. In some cases where operators were not yet familiar with the profit increases to be derived from Buckley installations, I was able to tell them of our own experiences here in San Francisco and in Los Angeles,

Music Machine Operators
"WHERE OLD GLORY WAVES THE RED, WHITE AND BLUE"
 By Daisy Dean Crookham
Is Your NEXT BEST MONEY GETTER
Tell Your Dealer TODAY: HOW MANY RECORDS YOU WILL NEED?
W. E. GOLDSBERRY & COMPANY
 1651 Cosmo Street Phone Hillside 4716 Hollywood, California



Cliff Bailie, Rock-Ola's eastern regional manager, R. E. Estes, Rock-Ola distributor for Maine, and Jack Nelson, Rock-Ola vice-president in charge of sales—like the smiling Leadership Girl—beam their approval of the reception given Rock-Ola's revolutionary Tone Column.

and go over case histories of locations which had been in operation for many months past. At the present time there are well over a thousand Buckley installations in California alone, and I could readily explain to these men what increase they might expect in an average location after a Buckley installation had been made.

"In Spokane, Mr. Stemler, our distributor, and I received commitments for a number of installations, which will be made immediately. It has been my experience that when an operator once puts in a trial installation, we generally receive a wire at the end of the first week, asking us to make additional installations on his route.

"The new line of Buckley Wall Boxes, is, in my opinion, the most attractive and

troublefree remote control installation on the market today. The new Lumalite plastic inserts give the box an exceptional eye appeal, and even in installations where we have replaced last year's model with the new illuminated type, revenue has immediately increased.

"I am heartily convinced, after talking with these men throughout the Northwest, that operators are fast realizing that the future of the music business lies in this type of installation. The best way to hold and satisfy your locations, as well as to avoid the costly yearly depreciation of phonographs is to give your locations Buckley Wall Boxes.

"I also visited quite a few cities and towns in the State of Nevada with D. B. Scotto, our Sacramento distributor. Even in some of the most remote sections of that state, a number of installations have been made and we secured commitments for several additional ones."

Corcoran announced that all distributors, as listed in this issue of COIN MACHINE REVIEW, have now on display a complete line of the new 1941 Buckley Wall and Counter Boxes and are in a position to make immediate delivery. ♦

* * *

We know a comedian who works in a watch factory. He makes faces all day.

* * *

The Riding School groom asked the sweet young thing if she preferred an English or a Western saddle. He stated that the English saddle didn't have a "Horn". "I guess I'll take that kind," said the girl, "As I don't intend to ride in traffic."

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*Get in
the Money
with Music's Big
Money-
makers*

VICTOR

RECORDS
LEADING THE "PARADE"
 VICTOR

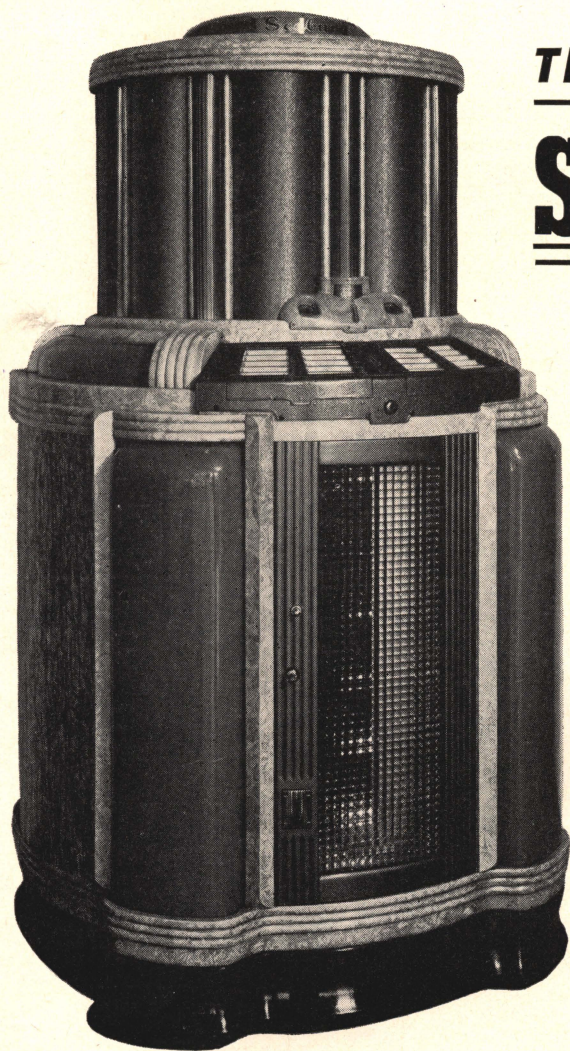
26542—Frenesi
Artie Shaw
27255—It All Comes Back to Me Now
Hal Kemp
26334—Perfidia
Xavier Cugat
BLUEBIRD
11003—I Hear a Rhapsody
Dinah Shore
10894—You Walked By
Blue Barron
10976—High On a Windy Hill
Vaughn Monroe

LEO J. MEYBERG CO.

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO 70 Tenth Street

IT'S NEW—IT'S DIFFERENT—IT'S BETTER!

**THEY CAME . . . THEY SAW . . . THEY BOUGHT
THE MOST REVOLUTIONARY MUSIC MACHINE FOR 1941**



The Seeburg **Hi Tone**
SYMPHONOLA

- Hundreds and hundreds of operators in the West visited the E. T. Mape Music Company showrooms in Los Angeles and San Francisco during SEEBURG NATIONAL DEMONSTRATION WEEK and almost to a man the declaration was that

" . . . here is a machine that is radically different. As usual, Seeburg leads in new innovations, in new features which mean profits for the operator of today."

- IF you have not examined the new Seeburg HiTone (ear level tone projection) Symphonola . . . IF you have not heard the reasons why prospering operators the country over stick to Seeburg . . . If you are hesitating and awaiting something new and different which will put new life and profit activity into your spots . . . THEN visit the Mape office nearest you. The facts and figures are there for you and a demonstration will convince you that the new SEEBURG HITONE SYMPHONOLA has gained the immediate acceptance of the operator and public alike.

Come In For A Revealing Demonstration NOW!

E. T. Mape Music Co.

**1701 West Pico Street
LOS ANGELES, CALIFORNIA**

**284 Turk Street
SAN FRANCISCO, CALIFORNIA**

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-RECORDS-

KEY TO RATING
 5★ **EXTRA GOOD.** Recommended for use on any phono. Don't pass it up.
 4★ **VERY GOOD.** Universal appeal. Good entertainment for any type of spot.
 3★ **GOOD.** Returns, in many cases, will vary according to type of location and patronage. Not unusual.

2★ **FAIR.** Just passable entertainment.
 1★ **WEAK SISTER.** Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS
 FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

- 3★ 11058 Larry Clinton
TABOO (Rumba)
DO YOU CALL THAT A BUDDY? (FT V)
- 3★ 11057 Rex Stewart
LINGER AWHILE (FT)
MOBILE BAY (FT)
- 3★ 11056 Benny Goodman
IT HAD TO BE YOU (FT)
MY HONEY'S LOVIN' ARMS (FT)
- 4★ 11055 Four King Sisters
WATCHA KNOW JOE (V)
MISS OTIS REGRETS (V)
- 4★ 11054 Bob Chester
OH! LOOK AT ME NOW (FT VR)
DOLORES (FT VR)
- 4★ 11053 Donald Lambert
ANITRA'S DANCE (Piano)
ELEGIE (Piano)
- 3★ 11052 Blue Barron
WALKIN' THRU MOCKIN' BIRD LANE (FT VC)
MY MOTHER'S LULLABY (FT VC)
- 3★ 11051 Charlie Barnet
AFRAID TO SAY HELLO (FT VC)
CONGA DEL MOAXO (Conga)
- 4★ 11050 Freddy Martin
TOO BEAUTIFUL TO LAST (FT VC)
CORN SILK (FT V)
- 2★ 8631 Texas Jim Robertson
MY MA, SHE TOLD ME SO (V)
I'M GONNA BE LONG GONE (V)

- 3★ 11049 Erskine Hawkins
KEEP COOL FOOL (FT VC)
NO USE SQUAWKIN' (FT)
- 4★ 11048 Larry Clinton
CAMPTOWN RACES (FT)
ABERCROMBIE HAD A ZOMBIE (FT)
- 2★ 11047 Graziella Parraga
BLUE ECHOES
NIGHT OVER RIO
- 3★ 11046 Mitchell Ayers
YOU'RE A LUCKY FELLOW, MR. SMITH (FT VC)
BOOGIE WOOGIE BUGLE BOY (FT VC)
- 4★ 11044 Dick Todd
ROSE OF THE ROCKIES (V)
WHEN YOU SAID "GOOD-BYE" (V)
- 4★ 11042 Glenn Miller
YOU STEPPED OUT OF A DREAM (FT VC)
RING, TELEPHONE RING (FT VC)
- 3★ 11041 Alvino Rey
NIGHTY NIGHT (FT VC)
MY PRODIGAL (V W)

COLUMBIA

- 4★ 35949 Eddy Howard
AMONG MY SOUVENIRS (V)
TONIGHT YOU BELONG TO ME (W V)
- 3★ 35948 Orrin Tucker
THE LAST TIME I SAW PARIS (FT VC)
AREN'T YOU GONNA KISS ME GOOD-NIGHT? (FT VC)

- 4★ 35947 Harry James
FLATBUSH FLANAGAN (FT)
I NEVER PURPOSELY HURT YOU (FT VC)
- 4★ 35946 Kay Kyser
YOU STEPPED OUT OF A DREAM (FT VC)
TOO BEAUTIFUL TO LAST (FT VC)
- 4★ 35945 Columbia Orchestra & Columbia Sextet
PERFIDA (FT V in Spanish)
FRENESI (Bolero V in Spanish)
- 3★ 35944 Benny Goodman
THIS IS NEW (FT VC)
BEWITCHED (FT VC)

DECCA

- 4★ 3627 Ted Weems
IT ALL COMES BACK TO ME NOW (FT VC)
MAY I NEVER LOVE AGAIN (FT VC)
- 4★ 3626 The Ink Spots
PLEASE TAKE A LETTER MISS BROWN (V)
RING TELEPHONE RING (V)
- 4★ 3624 Tony Martin
BOA NOITE (V)
THEY MET IN RIO (V)
- 3★ 3623 Bob Crosby
I, YI, YI, YI, YI (FT VC)
CHICA CHICA BOOM CHIC (FT VC)
- 4★ 3622 Andrews Sisters
I, YI, YI, YI, YI (V)
IN APPLE BLOSSOM TIME (V)
- 2★ 3617 Woody Herman
BOOGIE WOOGIE BUGLE BOY (FT VC)
BOUNCE ME BROTHER WITH A SOLID FOUR (FT VC)
- 3★ 3616 Guy Lombardo
CORN SILK (FT VC)
ANITRA'S DANCE (FT)
- 3★ 3615 Connie Boswell
I HEAR A RHAPSODY (V)
KERRY DANCE (V)
- 4★ 3614 Bing Crosby
CHAPEL IN THE VALLEY (V)
WHEN DAY IS DONE (V)
- 3★ 3611 Bob Crosby
BIG NOISE FROM WINNETKA (FT VC)
SUNSET AT SEA (FT VC)
- 3★ 3610 Glen Gray
BLOW THE SMOKE AWAY (FT VC)
I'D RATHER DREAM (FT VC)
- 4★ 3609 Bing Crosby
DID YOUR MOTHER COME FROM IRELAND (V)
WHERE THE RIVER SHANNON FLOWS (V)
- 3★ 3606 Russ Morgan
THE LAST TIME I SAW PARIS (FT VC)
DOLORES (FT VC)
- 3★ 3599 Andrews Sisters
YES, MY DARLING DAUGHTER (V)
YOU'RE A LUCKY FELLOW, MR. SMITH (V)

OKEH

- 4★ 6040 Buddy Clark
IT ALL COMES BACK TO ME NOW (V)
DON'T CRY (V)
- 3★ 6039 Jan Garber
I CAN'T REMEMBER TO FORGET (FT VC)
COME DOWN TO EARTH, MY ANGEL (FT VC)
- 4★ 6037 Al Donahue
YOU SHOULD BE SET TO MUSIC (FT VC)
THE WISE OLD OWL (FT VC)
- 3★ 6036 Charlie Spivak
THE MEM'RY OF A ROSE (FT VC)
PRIARIELAND LULLABY (FT VC)
- 2★ 6035 Cab Calloway
ARE YOU ALL REET? (FT VC)
CUPID'S NIGHTMARE (FT)
- 3★ 6034 Gene Krupa
BOOGIE WOOGIE BUGLE BOY (FT VC)
THE BIG DO (FT)

(Turn to Page 46)

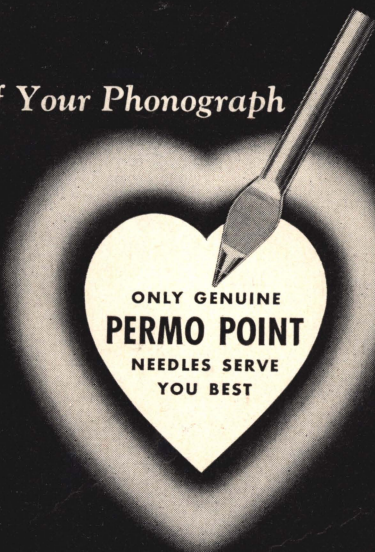
COIN
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"The Needle That Is Kind to Your Records"

The Heart Beat of Your Phonograph



300 WURLITZER 616's and 616-A's in Perfect Working Order!

Every one of these Wurlitzers is ready to move on location—complete in every respect. They're as good as the day they came out of the factory. No reasonable offer refused on all or any portion of the lot. Will be sold as they stand, F.O.B. warehouse.

Act now! Address your reply to

BOX 335

c-o COIN MACHINE REVIEW,
 1115 Venice Blvd.
 Los Angeles, California



and time to
"Coin Condition"
 your machine

—with a fresh selection of Nickel Nabbers
 on **VICTOR and BLUEBIRD RECORDS**

COIN
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Here are the latest Coin Catchers
 on **VICTOR RECORDS**

50c each, list price

- 27335—Dancing in the Dark—*Artie Shaw & his Orchestra*
 Smoke Gets in Your Eyes
Artie Shaw & his Gramercy 5-
- 27334—You Stepped Out of a Dream—*Too Beautiful to Last*
Barry Wood, Baritone
- 27326—*Flamingo—*The Girl in My Dreams Tries to
 Look Like You
Duke Ellington and his Famous Orchestra
- 27325—*I Hear a Rhapsody—*I Could Write a Book
Joe Reichman
- 27317—*Dolores—*I Tried
Tommy Dorsey
- 27262—*Until Tomorrow—*The Sidewalk Serenade
Swing and Sway with Sammy Kaye

on **BLUEBIRD RECORDS**

35c each, list price

- B-11029—Song of the Volga Boatmen—*Chapel in the Valley
Glenn Miller
- B-11046—*Boogie Woogie Bugle Boy—*You're a Lucky
 Fellow, Mr. Smith
Mitchell Ayres and his Fashions-In-Music
- B-11045—Take It, Jackson—*My One Romance
Vaughn Monroe
- B-11002—*Tiger Rag—Rose Room—*Alvino Rey*
- B-11033—Walkin' by the River—I Met You Then, I Know
 You Now—*Una Mae Carlisle*
- B-11037—*Good-For-Nothin' Joe—Charleston Alley
Charlie Barnet

*Vocal Refrain

New tunes by the Victor-Bluebird hitmakers have a tonic effect on the pleasure seekers. These late, hot numbers by the big-name bands inspire the spending spirit, keep the coins circulating. Take time out and check the current lists right now. Prime your machine with a payload of Victor and Bluebird hits and watch the nickels roll in!

For up-to-the-minute information on the latest Victor and Bluebird hits read the RCA Victor Phonographic. Ask your local distributor to add your name to the mailing list.

*The Names that Nab the Nickels are on
 Victor and Bluebird Records*

Order RCA Victor Permo-Point Needles from your RCA Victor distributor today. In Canada, contact RCA Victor Co., Ltd., Montreal. Trademarks "Victor" and "RCA Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.



More than ever—it pays to use
VICTOR and
BLUEBIRD RECORDS

VICTOR DIVISION

RCA Manufacturing Co., Inc., Camden, N. J.
A Service of the Radio Corporation of America

- 3★ 6033 Dick Jurgens
YOU STEPPED OUT OF A DREAM (FT VC)
TOO BEAUTIFUL TO LAST (FT VC)

VICTOR

- 3★ 27341 Lionel Hampton
BOGO JO (FT V)
OPEN HOUSE (FT)
- 3★ 27340 Leo Reisman
THIS IS NEW (FT VC)
JENNY (FT V)
- 3★ 27339 Sammy Kaye
YOU STEPPED OUT OF A DREAM (FT VC)
MY SHIP (FT VC)
- 3★ 27338 Tommy Dorsey
DO I WORRY? (FT V)
LITTLE MAN WITH A CANDY CIGAR (FT V)
- 3★ 27337 Sidney Becket
EGYPTIAN FANTASY (FT)
SLIPIN' AND SLIDIN' (FT)
- 4★ 27336 Wayne King
IN APPLE BLOSSOM TIME (W)
WHEN I LOST YOU (VR)
- 5★ 27335 Artie Shaw
DANCING IN THE DARK (FT)
SMOKE GETS IN YOUR EYES (FT)
- 3★ 27334 Barry Wood
YOU STEPPED OUT OF A DREAM (V)
TOO BEAUTIFUL TO LAST (V)
- 3★ 27333 Joe Reichman
I'M ALWAYS CHASING RAINBOWS (FT VC)
KEEP AN EYE ON YOUR HEART (FT VC)

* * *

A woman likes a man with a will of his own, if it's made out in her favor.

* * *

An Imperial man, pawned his dress suit while his wife was out of the Valley during the summer, and redeemed it before she returned. He forgot to remove the Pawn Broker's tags, however. They received an invitation to a party and the wife, desiring to check the condition of the suit, took the coat from the closet and asked her husband to explain the tag. He replied that he had worn it to a party and it was so hot that he had checked it. In a few moments his wife confronted him and, pointing to the tag on the trousers, said, "What kind of a party was it, anyhow?"

POPULAR RECORDS IN AUTOMATIC PHONOGRAPHS

Reproduced by special and exclusive arrangement with the publishers of DOWN BEAT, which gathers its information just before press-time through nationwide correspondents.

SONG

FIRST CHOICE

SECOND CHOICE

- | | | |
|---------------------------------|-----------------------------|------------------------|
| 1—I Hear a Rhapsody..... | Jimmy Dorsey, Decca..... | Charlie Barnet, BB |
| 2—Yes, My Darling Daughter..... | Dinah Shore, BB..... | Andrews Sisters, Decca |
| 3—Frenesi..... | Artie Shaw, Vic..... | Woody Herman, Decca |
| 4—Last Time I Saw Paris..... | Kate Smith, Col..... | Hildegard, Decca |
| 5—Stardust..... | Artie Shaw, Vic..... | Woody Herman, Decca |
| 6—So You're the One..... | Dolly Dawn, Okeh..... | Hal Kemp, Vic. |
| 7—Nightingale Sang..... | Glenn Miller, BB..... | Bing Crosby, Decca |
| 8—I Give You My Word..... | Eddie Duchin, Col..... | Al Kavelin, Okeh |
| 9—Santa Fe Trail..... | Dick Jurgens, Okeh..... | Sammy Kaye, Vic. |
| 10—Anvil Chorus..... | Glenn Miller, BB..... | |
| 11—Perfidia..... | Jimmy Dorsey, Decca..... | Gene Krupa, Col. |
| 12—Mean to Me..... | Andrews Sisters, Decca..... | Eddy Howard, Col. |

"Sleepers"

Records listed in this classification are unusual—either the tune or the form of treatment—and are proving surprises or "sleepers" in many locations throughout the country, according to information received from operators. Any one of these records may break into the "favorites" class above. Operators are invited to hear the following sides with an eye toward discovering a smash-hit and a nickel-nabber:

AMAPOLA, lovely Spanish-flavored song by Jimmy Dorsey and band on Decca. Jimmy's very original form of treatment, allowing both Bob Eberly and Helen O'Connell to sing a vocal chorus, makes this a "must" for all machines. Destined to be Dorsey's biggest hit since Lazonga.

BY THE WATERMELON VINE, by Benny Carter's band with a vocal refrain by Mills brothers. Tricky tune and commercial, appealing performance. On Decca.

WHOSE THEME SONG? Dick Himber has this one, available on both Decca and Victor. Clever mixing of theme songs of the best name bands, on two sides. A natural for college locations and spots where kids and musicians hang out.

SONG OF THE VOLGA BOATMEN, Glenn Miller on Bluebird. May be another **TUXEDO JUNCTION**; at least Miller hopes so and patterned it on that same style. Worth trying.

"Evergreens"

Records listed below are those which year in and year out consistently lure nickels, despite prevailing popularity of songs. A couple or three of these in a machine is insurance itself. Time has proved their worth.

THE MAN AT THE END OF THE BAR. Tiny Hill and band on Okeh have this—a tailor-made disc for barrooms and taverns.

IN THE MOOD. Glenn Miller again on Bluebird. Still strong in thousands of machines.

MARIE. Tommy Dorsey on Victor is still reaping royalties on the biscuit which made his band famous.

PLEASE, STARDUST, DEAR OLD GIRL. Bing Crosby, the evercommercial, has three strong ones here. All Decca.

WOODCHOPPER'S BALL, Woody Herman, Decca.

I WANT A LITTLE GIRL. Count Basie's Okeh version is easily the strongest. A terrific bet which many operators have overlooked but which, in middle-western locations, is doing so well that all the other companies are recording it and pushing it. Looks good for a long time the way Basie and vocalist Jimmy Rushing handle it.

—AND MORE NEXT MONTH, in the COIN MACHINE REVIEW. ♦

• • •

A young Swede workman got a job as a carpenter's helper. The first morning the boss gave him a two-foot rule and told him to go and get the measure of a long board. In twenty minutes the newcomer returned.

"Well," inquired the boss, "how long is it?"

The young apprentice displayed a satisfied grin.

"Vell," he said, "she ban yust eight times de length o' dis rule, an' two thumbs over, with dis har brick, an' de width o' may han', on' may arm from har to dar, all except de finger nails."

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**IF IT'S A HIT—
THESE DEALERS HAVE
IT BY THE BEST BANDS
IN THE BUSINESS!**



—BUFFALO, N. Y.—
W. BERGMAN CO.
Oak & Eagle Sts.

—RICHMOND, VA.—
BENJAMIN T. CRUMP CO.
1310 E. Franklin St.

—ST. LOUIS, MISSOURI—
LAYER DISTRIBUTING CORP.
814 Walnut St.

—OMAHA, NEBRASKA—
MAJOR APPLIANCE CO.
2558 Farnam St.

—PHILADELPHIA, PA.—
MOTOR PARTS CO.
17th St. & Indiana Ave.

—DETROIT, MICH.—
PHILCO DISTRIBUTORS, INC.
Detroit Div.—1627 W. Fort St.

—PROVIDENCE, R. I.—
PHILCO DISTRIBUTORS
17 Lyman St.

—ALBANY, N. Y.—
ROSKIN BROTHERS, INC.
1078 Broadway

—CHARLOTTE, N. C.—
SOUTHERN BEARINGS & PARTS CO
315 No. College St.

—NEW ORLEANS, LA.—
SOUTHERN MUSIC SALES CO., INC.
727 Poydras St.

—CLEVELAND, OHIO—
STRONG, CARLISLE & HAMMOND
COMPANY
1392 W. Third St.

—LOS ANGELES, CALIF.—
RAY THOMAS CO.
1601 S. Hope St.

Phonette Begins Second Year Production

LOS ANGELES—March 26th, will mark the beginning of the second year of the Phonette Company of America and will be celebrated by a dinner given in honor of W. S. Farrell, inventor of the Phonette, at the Biltmore Hotel.

Farrell, formerly with the General Electric Company at Bridgeport, Connecticut, invented the Phonette in June, 1939 while recovering from a serious illness in California. Inspired to good health by the penny a tune idea, he began the development of what is now known as Phonette. By the end of 1939, Farrell had developed and built the first sample of his penny operated, individual speaker unit. In March, 1940, Phonette Company of America was

formed, comprising three individuals, who now head the company, W. S. Farrell, production manager and chief engineer; Leon E. Gardner, sales manager, and W. P. Falkenberg, general manager, who is well known to the coin machine industry through his Rayolite Gun devices.

In the beginning, the Phonette Company put in several months of trial installations, testing, finding, and correcting the inevitable "bugs" found in any new product. Production started on the proven Phonette units in October of 1940 and the continuous flow of orders has doubled production each month since that time. The public, as well as the many operators, have received Phonette with a very enthusiastic embrace. The public gets a full hit parade tune, by their favorite artist, for one-fifth the usual cost, while the operator makes money for the first time with a penny

operated music device. The operators income is seldom only a penny a tune, and is limited only by the number of units in a given location. At times the income for the operator may be ten or twenty cents for a single play of the record, depending upon how many people are playing the units.

When a penny is inserted in a Phonette, at least one full length recording of the highest quality is played directly and intimately to the paying customer. The low conversational volume level is especially suitable to the location, for other customers are not forced to listen to annoyingly loud music. If the penny is inserted when other Phonettes in the location are playing, one or more persons will receive the remaining part of the number then playing free and one more full length recording for the penny. This is claimed to be an exclusive Phonette feature with patents pending.

The Phonette Company recently announced the opening of its new offices in Chicago, at 67 West Madison Avenue, where Clyde Jordan and Don Wentworth are representing the company.

Today you may find Phonette installations in most of the principal cities of the United States from New York to California; in some of the largest national chain store organizations in the country, such as Walgreen's Drug Stores, the Skillern chain of drug stores in Texas, the United Cigar Store Fountains, the Thrifty Drug chain in California, and many others. In fact, Phonette offers the music merchant a multitude of new locations which were not heretofore available with the ordinary type of coin operated music equipment. ♦

Herman's C.M. Discs

NEW YORK—In a strong effort to "corner" the coin operated phonograph market, Woody Herman, his 7-man Woodchoppers group and his 4-man Chips unit have recorded four "specials" for Decca, which will soon be released. ♦



Doris Simpson and Myra Lane, Rock-Ola Leadership Girls, with Rock-Ola Advertising Manager Ben Boldt who has their telephone numbers, get due tribute from him for their part in making the factory display a success during the recent coin machine show.

"I say, my good man, could you take that red tie with orange spots out of the window for me?"

"Why, certainly sir, we are pleased to take anything out of the window at any time."

"Thanks awfully, old top; the beastly thing bothers me every time I pass here."

Take Them Away

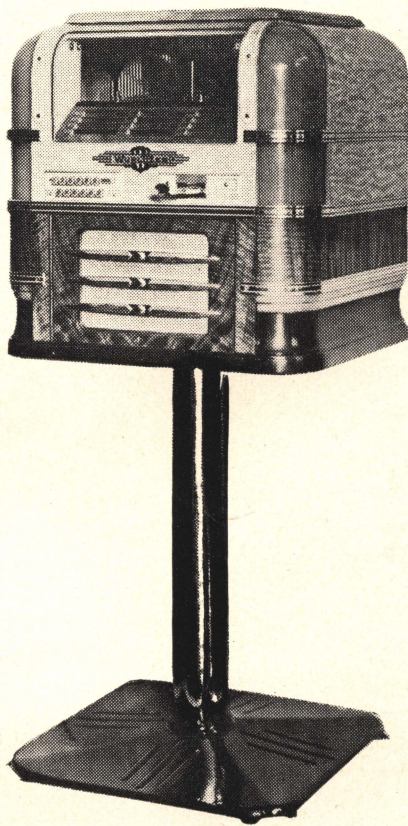
IN THIS BIG
CLEAN-UP
AT THE LOWEST
PRICE YOU'VE
EVER SEEN—

\$9.75
F.O.B.
Kansas City

HERE IT IS! . . . the most satisfactory pedestal stand ever offered phonograph operators. Thousands of these have been sold the country over and here's your golden opportunity to pick them up at practically cost in our Final CLOSE-OUT! Stands have baked porcelain base in dust resisting and eye pleasing finish; supporting column is in brilliant chrome and the entire stand is precision-built and rigidly tilt-proof. Ideal and suitable for the

WURLITZER
61s, 71s, 81s, 41s

DON'T DELAY IN ORDERING. Only a limited quantity remains at this special close-out price. When these are gone NO MORE WILL BE AVAILABLE at even higher prices. So send in your order today!



CENTRAL DISTRIBUTING CO.

Grand at 23rd
KANSAS CITY, MISSOURI

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NEW BUCKLEY BOXES ARE TOPS FOR "TAKE" . . . Say Operators

**Offer Brilliant Lumalite Illumination . . . Fool-Proof
Selector . . . 12, 16, 20, 24 and 32 Record Play . . .
"Touch-to-Touch" Action . . . Low Installation Cost**



The attractive Modern Cafe, located in Fresno, California, a recent Buckley installation by operator "Smiling Bill" Hogan.



Night Kitchen, Pico and Vermont, Los Angeles. A 14-box installation, averaging \$50 per week.

May Be Used With Any Make or Model of Phonograph

The new 1941 Buckley Music Systems is doubling and tripling profits for operators everywhere! Your present phonograph equipment, regardless of age, make or model, may easily be converted into Buckley installations. Talk to your nearest Buckley distributor. Let him show you how other operators are boosting their business with Buckley . . . eliminating the "bugaboo" of costly phonograph depreciation. See him now!

Here's Proof of Extra Profits

Read what "Smiling Bill" Hogan has to say of an installation at the Modern Cafe, in Fresno, California:

—"The Modern Cafe is my first installation, and believe me, these new Buckley Boxes have stepped up my profits far more than I ever expected. And take it from me, this is the first of many more Buckley installations on my route. After 10 years in the music business, my only regret is that there wasn't a Buckley Box at the time I started in. I can heartily recommend Buckley to all operators."—Signed, Wm. Hogan.

And here's another enthusiastic letter from Peter Athan, of the Night Kitchen, Pico and Vermont, Los Angeles:

—"I am very pleased with the Buckley Music System installed in our restaurant. It's tone is unexcelled and patrons appreciate the convenience of having music at practically their finger tips. The Boxes are an asset to my business and the tremendous increase in earnings over an ordinary phonograph is something else that the smart location owner should not overlook. The system is absolutely trouble free and to say we are thrilled with our installation is to put it mildly."

Here's another testimonial from E. B. Williams, of the Country Maid Cafe, in Sacramento, California:

—"We have had the new Buckley Boxes in our location for the past three months. Previous to this time we had a phonograph which was averaging \$5 a week. With our new Buckley Boxes, our average weekly collection is now \$18."—Signed, E. B. Williams.

WILLIAM CORCORAN

Pacific Coast District Sales Manager Buckley Music Systems

927 Larkin Street, San Francisco

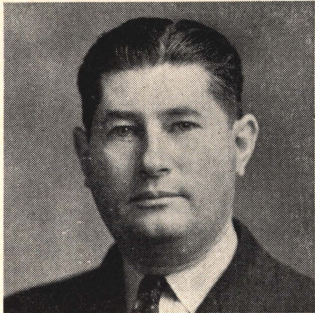
Telephone, GRaystone 7878

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Meet Your Buckley Music System Distributor!

Let him show you how to **DOUBLE** and **TRIPLE** your profits



SAM KINGSTON
Metro Music Company
280 Golden Gate Ave., San Francisco



MEL BAER
Baer Music Company
850 East 14th St. Oakland, Calif.



AUBREY V. STEMLER
807 S.W. 16th Avenue, Portland, Ore.



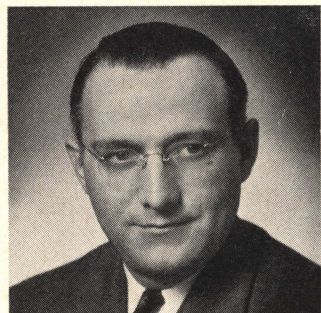
WILLIAM CORCORAN
Pacific Coast
District Sales Manager
927 Larkin Street
San Francisco



JOE H. BAKER
154 N. First St. Fresno, Calif.



BUD PARR
General Music Company
2277 West Pico Blvd. Los Angeles



CHARLES A. ROBINSON
1911 West Pico Blvd. Los Angeles



D. B. SCOTTO
1921 Sixteenth St., Sacramento, Cal.

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NOW ON DISPLAY AT ALL DISTRIBUTORS
THE 1941 BUCKLEY WALL AND COUNTER BOXES
Non-Breakable, Die-Cast Construction —
Beautiful Plastic Illumination
IMMEDIATE DELIVERY
Also, see Buckley's new 1941 accessories for all makes
and models



A "Champion" display of streamlined smartness in cigarette merchandisers is this partial view of the beautiful DuGrenier exhibit at the recent CML convention in Chicago. Featuring the DuGrenier "Champion" cigarette machine, this display drew record-breaking crowds of highly enthusiastic operators. According to officials of A. H. DuGrenier, Inc., of Haverhill, Mass., show sales of the "Champion" cigarette merchandiser and the DuGrenier Candy Man, candy bar machine also pictured here, were higher than ever before in the history of the firm.

Pictorially Speaking

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Two important guests at Hub Enterprises offices, Baltimore, Maryland, are stopped by genial Jack Nelson, Rock-Ola Vice-President In Charge of Sales. Jack faces them toward the camera and tells them to concentrate on Rock-Ola Tone Column as smiles of pleasure are sure to follow. Occasion for this little gesture was the gala Rock-Ola Regional Showing of ToneColumn.

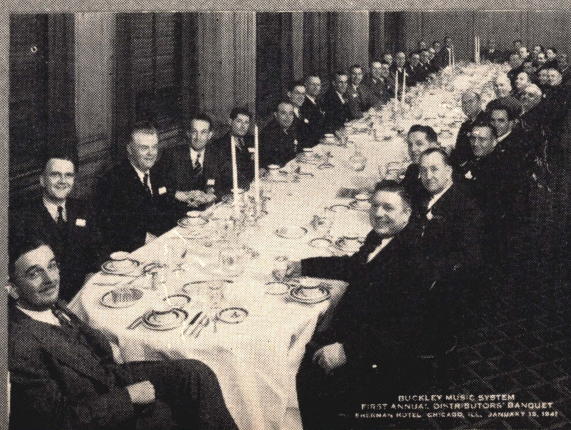


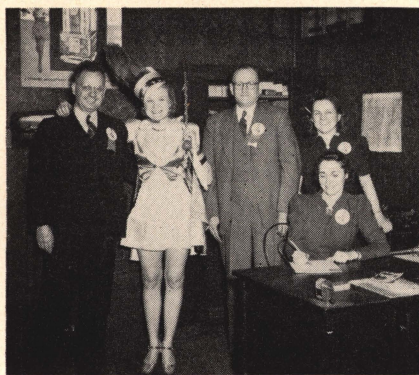
Enthusiastic was the praise of J. J. Naclerio, Rock-Ola distributor from Waterbury, Conn., when with his charming wife he examined the new Rock-Ola creation, ToneColumn. "Most amazing tone revelation I ever heard," Naclerio declared.

BELOW CENTER: Distributors of the Buckley Music System from coast-to-coast pictured at their First Annual Banquet at the Sherman Hotel, Chicago, on January 15th. LEFT: Wil-

lie (Little Napoleon) Blatt, New York, and William Corcoran, San Francisco, pose for a picture after betting each other a new suit on sales grosses for 1941. RIGHT: The Solid West for Buckley. In the back row from left to right are A. Stemler, Portland, Oregon;

Bill Corcoran, San Francisco; C. Robinson, Los Angeles; and D. Scott, Sacramento. Front row: Sam Kingston, San Francisco; Pat Buckley, president of Buckley Music System, Inc.; Mel Baer, Oakland and Bud Parr of Los Angeles.





"It takes good, efficient office people to conduct business for our operator customers," says H. G. Payne, above center, "and we have them! Rock-Ola operators know that we give them prompt delivery and accurate service—two big factors in any business." Payne, in whose Nashville, Tenn., display rooms the recent Rock-Ola Regional Show was held, managed to slip away from the happy throng for a few moments to have his picture taken with the office staff and the Rock-Ola Leadership Girl. "ToneColumn orders have sure kept us going," he reports.



Kate Smith records "We're All Americans", the song composed by Jim Mangan, advertising manager of Mills Novelty Co. Left to right: Manie Sacks, Columbia Record's manager of recording artists and repertoire; Ted Collins, Miss Smith's manager; Kate Smith and Jim Mangan.



"Hello, Mr. Operator . . . got good news for you!" The beautiful brunette is Jeanne Brown; the buxom blonde is Jerry Mitchell . . . and the two little games cuddled by America's No. 1 team of models are (in case you haven't guessed already) Daval's Cub and Ace, twin tiny-size counter games which, reports say, are spreading like wildfire.

Wurlitzer Boxes Score Big Hit

NORTH TONAWANDA—The enthusiasm with which Wurlitzer Remote Control Bar Boxes have been received by Music Merchants from coast to coast, is typified by the pleased expressions on the faces of Joe Eisen and Dave Margolin of the Penn Coin-O-Matic Company of Philadelphia and Baltimore, Wurlitzer Distributors.

Wurlitzer Bar Boxes are the only boxes designed especially for the bar—can be clamped to any bar or counter in a jiffy without mutilating the wood. They are built flat and low, consequently are never in the bartender's way.

According to M. G. Hammergren, Wurlitzer General Sales Manager, Wurlitzer Remote Control Bar Boxes are a "natural" for every phonograph location that has a bar or counter. ♦



Reading from left to right: Spence Reese, Wurlitzer Ass't General Sales Manager; Joe Eisen, Penn Coin-O-Matic Co. of Philadelphia and Baltimore; Joe Darwin, Wurlitzer District Manager; Dave Margolin, Penn Coin-O-Matic Company of Philadelphia and Baltimore and M. G. Hammergren, Wurlitzer General Sales Manager, discussing profit possibilities of Wurlitzer's Bar Boxes.



"Operators want speed, and we give it to them!" So states Ben Boldt, above left, Rock-Ola Advertising & Sales Promotion Manager, just leaving a big sky giant to plunge into the details of another gala Rock-Ola Regional Show at Melvin Mallory's Louisiana Amusement Company. With him is the Rock-Ola Leadership Girl, Phil Kutsch, Rock-Ola Service Engineer and Mallory.

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SAINT LOUIS

Covered By
ROBERT LATIMER

ST. LOUIS (RC) — February was the gayest month in the history of the coin machine industry in St. Louis, with parties galore in honor of anniversaries of coin machine distributors, the opening of the largest building devoted primarily to distributing in the middle west, and association banquets by the dozen. As one operator, Mike Luzaich of M. L. Sales Company, expressed it "We had too much fun this month to do any business!"

In the music field, an agreeable note was found in the fact that collections are on the rise, and are already far above the similar month of 1940. Credit is due to the heavy snows which have been a feature in St. Louis for several weeks, giving a fresh incentive to tavern life, and doubling the "take" of a good many machines on location. A noticeable thinning out of locations was also in favor of collections, as the Associated Phonograph Owner's Association of St. Louis issued a strict edict regarding too much crowding of machines in the same block. From this point on, it is hoped, phonograph locations will be sufficiently well spaced that each will get the play it deserves, whether a 1941 model or not.

The association met February 19 for one of the shortest meets on record, according to Ed Fisher, executive manager of the group. The meeting was held at Hotel Melbourne, and the piece de resistance was a proposal for altering of standard rates on commissions to location owners. This revision problem has been up for a decision several times, and in each instance has been tabled by a fifty-fifty vote. It was retired again during February, after a deadlock in votes. The 1941 models were added to the present rate schedule "as is" which means that they will pay the customary location rate for new models without argument for some months to come.

After the meeting, which closed at ten-thirty, and so early that operator's wives

accustomed to coming after their husbands in the wee small hours were two hours late, the group enjoyed drinks and sandwiches.

Fred Pollnow, largest phono operator in Missouri, has enlarged his Central Distributing Company to almost the same size—entering the pinball field only recently, he has now built up a huge stock of equipment, and is operating in that field almost as heavily as in the music end. Brother Caesar Pollnow is half of the managerial team which now controls both the Automatic Phonograph Company and Central Distributing Company, both located on Cherokee Avenue in South St. Louis. The Pollnow brothers, both prematurely white-haired, are outstanding figures in almost every angle of the business in Missouri.

Elmer Schewe, first operator in St. Louis to dispose of his used records to the public via a music store, has found this activity sufficiently profitable that he bought a new De Soto in January. Friends are kidding him still about his showing up for the February meeting just as it ended.

Biggest news for early March is the annual showing of Seeburg phonographs at the Hotel Melbourne Colonial room, sponsored by W. B. Novelty Company, local distributors.

Barney Frericks of Arrow Novelty Company, Packard-Plamor distributor since late 1940, is enthusiastically booming the wall box through St. Louis, pointing out three locations which tripled their incomes after installing this equipment. Barney was pleasantly surprised on his birthday in January, when he came to the office in the morning to find it jammed with birthday cakes, gifts, music, and dressed-up employees. Barney, who had forgotten the date himself, was presented with a musical cake playing "Happy Birthday to You," a record entitled "Our Boss" recorded by the service men and several useful gadgets from his boys. Business was forgotten for the day and the entire Arrow Novelty staff of twelve spent the evening at a champagne supper in the Rose Bowl, huge bar and restaurant near the Arrow location.

Earl Bowman, business manager IBEW,

IT'S "21" FOR '41—



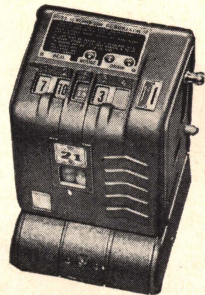
★
REEL 21
"ACCORDING
TO NOYLE"
★

The greatest, most thrilling, most beautiful counter game in all history! RUSH YOUR ORDER TO US TODAY!

1/3 Deposit,
Balance C.O.D.

SAMPLE
\$19.75

CASE OF 4
\$72.50



MILLS SALES CO., Ltd.

1640 18th St., Oakland

1491 W. Washington, Los Angeles

1325 S. W. Washington, Portland

is recovering from a dangerous streptococci infection in his throat, which threatened him with hospitalization for awhile. Most of the operators of the city seem to have in some way escaped the influenza epidemic bothering the rest of the city.

Lou Hormonn, out of the business for a long period, is back to operating a string of new machines himself. Once operator of the famous Big Apple Tavern in South St. Louis, Lou now has another tavern, runs a string of pin tables, and a string of phonographs, all of which keep him at least moderately busy.

Harry Siegel, an operator never known to wear a hat, is introducing himself to friends of many year's standing, since a recent cold moved him to don headgear regularly around his circuit! "Nobody knows me with a hat on," Harry complains lugubriously!

Al Miller, counter game "king" of St. Louis, has been released from the hospital, following an attack of flu which put him out of circulation for nearly three weeks.

A point in favor of the coin machine industry which was widely publicized during January was the fact that Katharine Hepburn, movie actress and stage star, was noticed playing a Bally "School Days" on location in her hotel for more than an hour while making an appearance in St. Louis. This news item was in several city newspapers, and has been cited by the Missouri Amusement Machine Association as evidence that everybody in each walk of life enjoys playing pinball machines.

Lee Turner, operator, is back from Florida, sporting a coat of tan which is the envy of every young blood in the business. "That Florida sunshine is hotter than St. Louis in summer," Lee reports. He is leaving shortly for another vacation at Hot Springs, Arkansas, accompanied by Harry Davies.

On the verge of leaving for one year of military training are Hilbert Maderson and (See ST. LOUIS, Page ??)

COIN
MACHINE
REVIEW

52
FOR
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YOUR BEST BETS THIS MONTH

Evans' Ten Strikes.....\$30.00
Gottlieb Skee Ball-ette..... 30.00
Keeney Anti-Aircraft Gun.... 60.00
Chicken Sams..... 65.00
Gottlieb 3-Way Gripper..... 11.00

Advance Shocker.....\$11.20
A. B. T. Challenger,
Late Model..... 12.50
A. B. T. Red, White and Blue 12.75
Advance Vistascope 29.50

NEW GAMES AT \$94.50

**ALL TYPES OF USED GAMES AT THE
LOWEST POSSIBLE PRICES!**

BUY 'EM BY THE CASE—

Daval CUB.....ea. \$13.95	Case of 6.....\$75.00
Daval ACE.....ea. 14.95	Case of 6..... 80.00
Daval "21".....ea. 19.75	Case of 4..... 72.50

WHAT HAVE YOU TO TRADE?

Will Pay Cash for American Eagles

Wire!

Phone!

Write!

SOUTHWESTERN VENDING MACHINE COMPANY

2833 W. Pico Blvd.

RO. 1421

Los Angeles, Calif.

VENDORS

Interest Runs High In Bel Geddes Vendor

NEW YORK—Following their return to New York after displaying the new Model 500 at the Coin Machine Show in Chicago, U-Need-A-Pak executives report tremendous operator acceptance of their new line of cigarette merchandisers. This is evidenced by the fact that hardly an hour passes without some operator wiring, calling or writing in to find out more about this latest U-Need-A-Pak innovation.

The new U-Need-A-Pak Model 500 was designed by Norman Bel Geddes, creator of the world famous General Motors "Futurama". Some of the advancements achieved in this new model are Streamlined Central Delivery, a beautiful chromed, graduated keyboard and an attractively mounted mirror.

"We know we have a merchandiser that will capture every superior location in the country," stated one U-Need-A-Pak executive, "and, judging from this pile of letters and telegrams, there are thousands of operators who feel the same way. Please tell all those operators that U-Need-A-Pak is behind them 100% and that every representative and distributor in our organization will cooperate fully with them." ♦

Theatre Vendors Okehed

LOS ANGELES—The local fire commission on February 27 approved the installation of popcorn vending machines in the foyers or lobbies of Los Angeles theatres provided in each case that there is room to install and operate them without interfering in any way with entries or fire exits. ♦

* * *

We know a girl who is so dumb she thinks electric light plants grow from bulbs.

Cigarette Vending Simplification Explained To N. A. T. D. by R. Z. Greene

"If you go into the business of cigarette machine operating, or if you are in it, you should furnish cigarettes to your servicemen or service department as though you were selling them to another customer. That end of your business must stand on its own feet—and it *will* stand on its own feet."

So declared R. Z. Greene, president of Rowe Cigarette Service Co. of New York City, in addressing the recent N.A.T.D. Convention. How further to help the business progress and show a profit was demonstrated in less than a dozen forms which make up Rowe's simplified method of record keeping. While entries may seem like a nuisance, he intimated, they are definite time-savers as the business grows and expands.

First of the forms needed to keep an accurate record is an Installation Contract—a simplified agreement between the operator and customer, which explains the responsibilities of both parties, and which specifies the rate of commission the operator will pay for having the machine on the location.

The salesman representing the operator obtains the location owner's signature on this agreement. Preferably, Greene indicated, regular employees of the company—either servicemen or men especially hired as salesmen—should do all the location-getting, being paid a certain amount per pack on all cigarettes sold through the machine during a brief, specified period of time. What they should be paid, he coun-

selled, depends entirely on how hard or how easy it is to get locations in the particular territory involved.

An Installation Receipt, signed by the location-owner on delivery of the machine, is an important record, and when the machine is placed the placement man should estimate the frequency with which it should be serviced; such data should be noted on the back of the Installation Contract. Later, if necessary, service should be adjusted to actual needs. Modern machines are larger, providing greater capacity for the faster-selling brands, and today service need not be as frequent as it was a few years ago.

Service calls should be scheduled. For an operation of more than 300 or 400 machines Addressograph stencils should be used, tabbed for each day that the location is to be serviced so that when the stencils are run through the machine only those print which are tabbed for the day involved. Smaller operations can use a "Monday-to-Saturday" filing system, made up of three-inch by five-inch filing cards, made out by hand or on the typewriter, with a card for each day of the week that service is required by the particular location, and all filed for those days.

A Customer's Record Card provides for

COIN
MACHINE
REVIEW

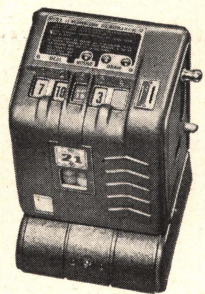
53
FOR
MARCH
1941

IT'S "21" FOR '41—



★
REEL 21
"ACCORDING
TO HOYLE"
★

Reel 21—black-jack—play with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Pennies—more than \$35.00 in Nickels! 1c or 5c or 10c models. The greatest moneymaking counter game ever built!



Perfect Small Size! QUICK! RUSH YOUR ORDER NOW!

SAMPLE — \$19.75

CASE OF 4 — \$72.50

1/3 With Order; Balance C. O. D.

Still the Best Place In Town to Trade

Southwestern Vending
Machine Co.

2833 WEST PICO BLVD.
LOS ANGELES, CALIF.

We Are Happy To Announce That

RICHARD A. PARINA

156 NINTH STREET
SAN FRANCISCO, CAL.

Has Been Appointed Exclusive Agent
for the

Du GRENIER 1¢ ADAMS GUM VENDOR

for the States of

CALIFORNIA; OREGON; WASHINGTON;
ARIZONA; NEW MEXICO AND NEVADA

G. V. CORP., 33 West 46th Street, New York

entry of sales and other information for each service, direct from the Service Slips. At the end of each month sales are totalled on the Customer's Record Sheet, multiplied by the rate of commission, the amount due is marked on the sheet, and the month's record is ruled off as "closed."

A Cross-Index Filing System is desirable. One system lists all locations alphabetically; the other, geographically. While the double system is not essential for the smaller operations, service calls on the telephone frequently provide only an address and with a larger operation the geographical file will provide a prompt check on the owner's name. In any event a supplementary file should be kept, listing machine numbers so that the location of any machine can be found at once. At the Rowe Co. this is accomplished by filing the Customer's Record Sheet according to machine number.

The Service Slip is a record of sales filled out by the serviceman at each location, recording the number of packs sold, the amount of money collected from the machine, any slugs, any shortages, any other information.

The Daily Inventory Sheet is used by each serviceman to balance each day's business. On it is listed all merchandise taken out at the start of the day plus any cigarettes received during the day either by emptying machines or by purchasing cigarettes. Against this figure is balanced merchandise returned plus the cash deposited.

A Perpetual Stock Inventory is kept in duplicate—one copy in the office, one in the stock room. Both must tally. This provides a daily inventory and minimizes losses. Total losses from all causes in his business generally do not average more than one-half of one per cent, Greene indicated.

A Check and a Voucher, either of which can be used to pay the commission due customers at the end of the month, are the final needed forms. Where the Addressograph is used the check and the voucher can be made out with the stencil, and in big operations like that of the Rowe Co. even the signature on the check can be done with the Addressograph.

While not a form, the use of the Rowe Penny Inserting Machine in large operations was deemed important. This device puts pennies in packages at the rate of more than 900 packs per hour.

Copies of the forms used and discussed may be obtained without charge from Rowe Manufacturing Co., Belleville, N. J. ♦

Hankin Named DuGrenier Distrib

HAVERHILL, Mass.—Hankin Music & Cigarette Service of Atlanta, Ga., has been named distributor for the line of products made by Arthur H. DuGrenier, Inc., according to announcement by Burnhart "Bip" Glassgold, vice-president in charge of sales. Covering the entire state of Georgia, the firm owned by Morris Hankin has some 25 employees and serves also as distributor for Wurlitzer, International Mutoscope Reel Co., and Ken-Rad bulbs and tubes.

"We are proud to add the Hankin organization to our list of distributors," declared Glassgold. "They are a wide-awake concern, noted for quick and efficient service, and Hankin himself is one of the outstanding men in the coin machine industry. His foresight and ability are entirely responsible for the phenomenal success being enjoyed by his firm, and I know the interests of DuGrenier will be served well and efficiently by the Hankin Company."

Further indication of this firm's success

FACT AND FAME!

VICTOR CONTE, AN OPERATOR OF CANDY AND CIGARETTE MACHINES IN UTICA, N.Y., WRITES, AS FOLLOWS:

I can easily show any location that the Rowe Candy Merchandiser greatly increases sales and profits for the location. I installed the Rowe machine in one theatre. Recently, I sold \$128.45 in 5¢ candy bars in one machine in two weeks. My best sellers are the extra big bars which cannot handle.

—AND ANOTHER REASON I LIKE THE ROWE MACHINE IS THAT IT TAKES SO LITTLE SPACE—

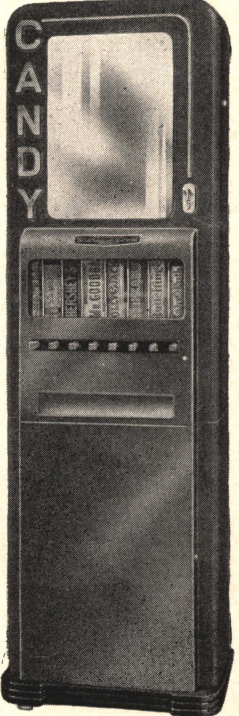
DESPITE 8 COLUMN VARIETY—LARGE CAPACITY—AND ABILITY TO SELL THE "EXTRA-BIG" BARS, THE ROWE STANDARD IS SO COMPACT THAT IT REQUIRES ONLY 2 SQUARE FEET OF FLOOR SPACE.

THIS MEANS—MORE LOCATIONS!

OUR ROWE MACHINE HAS IT ALL OVER THE OTHER MACHINES WE HAD! NOW, WE GET THE BARS WE WANT!

THE ROWE STANDARD IS THE ONLY CANDY MACHINE THAT CAN SELL ANY STANDARD 5¢ BAR—EVEN THE BIGGEST—ON EVERY SHELF. NO OTHER MACHINE CAN OFFER A DISPLAY OF THE POPULAR "OVERSIZE" CANDY BARS LIKE THAT SHOWN IN THE ILLUSTRATION BELOW.

THIS MEANS—MORE SALES!



For the full story of The Rowe Standard—the candy machine that is priced below any other of comparable size—write for free folder #41.

ROWE MANUFACTURING CO., INC.

World's Largest Builder of Cigarette, Candy, Gum, and Mint Merchandising Machines

BELLEVILLE, NEW JERSEY

is the soon-due formal opening of a large and attractive building being erected at 708 Spring Street, N. W., especially to house the Hankin organization. Hankin commented on the appointment by indicating his expectation of a great year and stressing the demand for DuGrenier merchandisers throughout his territory. ♦

Parina Appointed G. V. Corp. Agent

SAN FRANCISCO—Richard A. Parina, of R. A. Parina & Co., has been appointed Western Distributor for the G. V. Corporation, manufacturers of the famous Adams Gum Vendor.

"To say the least, we are very happy having been appointed distributor of the DuGrenier and G. V. Corporation," said Richard Parina. "As you know we have

been engaged in the merchandise vending machine business for many years, and are well aware of the standing and products of these corporations." ♦

Victor Names Reliable

CHICAGO—After many years of business relations, Reliable Vending & Nut Supply Co., Los Angeles, has been named exclusive distributor for Victor Vending Corp. in California, Oregon and Washington. Harold Schaefer, head of the Victor firm, announced the appointment. ♦

"I think, George," said Mrs. Binks to her husband, "I'll ask the people next door to have dinner with us on Sunday."

"Why?" asked the husband.

"Well, the butcher left their meat here by mistake, and it seems only fair."

St. Louis

(Continued from Page 52)

Frank Pfister, operators of University City, Mo., who received final notices in February. Both will go to Camp Robinson, Arkansas, and are wondering whether the government would be interested in allowing them to set up a pinball route among the camps around Little Rock.

Visitors around coin machine distributing houses in February included some of the foremost manufacturing figures of the industry. Seen at several firms were George Moloney and George Jenkins of Bally Mfg. Co.; I. F. Webb, Rock-Ola vice-president in charge of phonograph sales; John Chrest, Exhibit Mfg. Co.; and Emery J. Ryszak, Detroit distributor for International Mutoscope Reel Corp. Sol Silverstein of Chicago Coin Machine; and Sol Gottlieb of D. Gottlieb Co. were visitors to Olive Novelty Company.

Harry Hoppe and Harold Baker, Baker Novelty Company, were in St. Louis this month to watch progress of Baker's Pacers on its introduction to St. Louis. "St. Louis is actually the hub of the coin machine industry," Hoppe told this reporter, "because it has been the experience of ourselves and other manufacturers that whatever machine shows good acceptance here will go anywhere else in the nation." ♦

Report of the Western Vending Machine Operators Association Meeting of February 25th, 1941

It was with deep regret that the Association learned of the untimely passing of one of its most loyal members and a very fine man, Nicholas Cosin, who was recently found dead in his home by an employee. Cosin was a native of Rumania and a naturalized American citizen; he was widely known as an authority on rare books, and his collection of first editions was a revelation to us all who did not really know of his wide accomplishments and interests until after it was too late. We never know what fine personalities we have among us frequently until after they are gone.

The new ruling on the Federal Income Tax Law making it necessary to file returns on the basis of gross income rather than net earnings will catch many operators napping we are afraid. The law says that a person must file a return whether they finally net a profit or not under the classifications as specified. New members of the Association, Al Smith, and H. Paul Kegley gave us valuable information on the various ramifications of the law and deductions possible to make. Johnson, one of our old timers, is devoting much of his time to aiding various people in making

their returns and gave us much valuable advice on the subject.

WE HOPE THAT NO OLD MEMBERS WHO FAIL TO COME TO THE MEETINGS ARE PENALIZED BECAUSE THEY FAIL TO COMPLY WITH THE NEW INTERPRETATION OF THE LAW, when by coming to the meeting they could have availed themselves of the valuable advice freely given by other members.

Another new member, Mr. Yatter, brought in a very good suggestion which we will pass along concerning slugs. It seems that 1c merchandise vending machines in the vicinity of many 5c and 10c stores are slugged with many small iron washers which are either purchased or stolen from the dime stores by kids and deposited in nearby 1c vending machines which have no slug protection. Mr. Yatter has found that upon request many dime

store managers have agreed to take the offending washers off the counters as they are not a large profit item and could be supplied upon request. This removes the temptation from in front of the youngsters and maybe oldsters who would use the washers for the purpose of slugging machines. Try this suggestion on some of the dime store managers near your locations and see if it will help relieve your slug receipts.

Illustrating that a person is never too old to be progressive and active, one of our ex-members, C. F. Pease, now well past his eightieth year has recently completed patent application for a new and very different type of merchandise vender, the plans for which came from his experiences as an operator.

M. I. SLATER, Secretary



COIN
MACHINE
REVIEW

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FOR
MARCH
1941

"722-64 Is The Number"

Give Us A Jingle at 722-64, For Coin Machine Service Like You've Never Had Before!

NEW:	Exhibit Sunbeam.....	\$99.50
	Keeney VELVET.....	97.50
	Pike's Peak (counter).....	32.50
	Daval 21, (counter).....	19.75
USED:	4 FOX HUNTS.....	\$49.50
	1 TOPPER.....	17.50
	1 SCOOP.....	20.00

SPECIAL

10 Western Baseball Machines, with Free Game Units. All in excellent condition and ready for immediate operating. SPECIAL, each..... **\$55.00**

USED PHONOGRAPHS

Wurlitzer, Model 51 Console, 1938, refinished.....	\$ 60.00
Rock-Ola, 1939 Deluxe, refinished.....	160.00
Wurlitzer, Model 61, 1939, like new.....	75.00
Wurlitzer, Model 41, 1940, like new.....	92.00
Wurlitzer, 412's	35.00
Mills Do-Re-Mi, reconditioned, in first class shape, each	35.00

LONG BEACH COIN MACHINE CO.

1628 E. Anaheim

Phone: 722-64

Long Beach, Calif.

**SMALL INVESTMENT!
STEADY INCOME!**

DOUBLE-VALUE PHONO

ONLY \$69.50

PLAYS 2 RECORDS FOR 5¢

SELECTIVE MODEL...HOLDS 16 RECORDS
KEEPS YOUR LOCATIONS PERMANENTLY

• WRITE FOR DETAILS TODAY •

D. ROBBINS & COMPANY
1141 DE KALB AVENUE BROOKLYN, N. Y.

Mape Music Has Seeburg Showings

LOS ANGELES—The E. T. Mape Music Company, distributors of the Seeburg line in California, Arizona and Nevada, entertained more than 300 guests at the Hollywood Roosevelt Hotel on February 28th to introduce the new Seeburgs for 1941. E. T. Mape, and brother Vance, flew down from San Francisco to attend the affair.

L. B. McCreary, Los Angeles manager for Mape Music; D. J. Donohue, factory representative, and the Mapes expressed themselves as well pleased with the turnout despite a constant downpour of rain and displayed a fistful of orders from operators to show just what their guests thought of the Seeburgs for '41.

Following the Los Angeles unveiling a line showing was held in San Francisco and for the week following open houses were held in both branches so that operators might inspect the new numbers in a leisurely manner.

Richarme Nursing Broken Elbow

LONG BEACH—It's too early to fall out of apple trees, so Joe Richarme, popular head of the Long Beach Coin Machine Company, waxed the floor, mounted a step-ladder, lost his balance, fell and broke his elbow and is now shaking hands with all visitors with his left hand.

The accident happened as Joe was hanging some new drapes in his beautiful new showrooms at 1628 East Anaheim.

"Maybe there's a bright side to this accident," smiled Joe. "With my right hand and arm in a cast I can't sign checks. However the doctor knows that too so no doubt I'll have it back in working order right soon."



A NEW COUNTER SKILL GAME WITH EARNING POWER OF \$1.00 PER HOUR



**ORIGINAL!
NOVEL!
EXCITING!**

A ball of gum is vended in front of a realistic golf manikin who holds a swinging club controlled by the player. Genuine skill is required to make a "Hole in One." All skillful hits are recorded. Requires only 11½ inches counter space. Height 18½ inches. Ball gum capacity 750 balls.

Operator's Price

\$17.50

Immediate Delivery

WANTED!

"Live-Wire" Jobbers and Distributors

O. ROBBINS & CO.
1141 De KALB Ave. — BROOKLYN, N.Y.



Burnhart Glassgold

DuGrenier Organized To Serve All States

NEW YORK—Arthur H. DuGrenier, Inc., manufacturers of the nationally famous Champion cigarette vendors and the Candy Man 5c candy bar machine, has expanded its sales force and distributing outlets throughout the country since the beginning of the year to assure every operator of efficient attention and prompt deliveries.

Burnhart "Bip" Glassgold, vice president in charge of sales, has devoted the greater part of his efforts since joining DuGrenier, flying to every section of the country to coordinate the activities of the various distributors and representatives.

"The DuGrenier Champion and Candy Man have been accepted by operators from coast to coast," stated Glassgold, "and, it is our foremost endeavor to establish centralized distributing points so that an operator can obtain his equipment on spot delivery. Our organization has always had the reputation for prompt service and we are always trying to better this service for the benefit of the operator as well as ourselves."

Numbered among the DuGrenier representatives and distributors are: O. H. Feinberg, New York; D. W. Hartzell, New York; Robert Kline, Philadelphia; Ralph H. Littlefield, Massachusetts; Joseph H. Snow, Michigan; Wally Sipple, Tennessee; James H. Martin, Chicago. The distributors are: Electro-Ball Company, 1200 Camp Street, Dallas, Texas; Hankin Music and Cigarette Service, 708 Spring Street N. W., Atlanta, Georgia; and, Richard A. Parina, 156 Ninth Street, San Francisco, California.

The office boy had made a slight mistake, and his boss was now finishing a long tirade on his general inefficiency.

"You're a fine kid, you are!" he howled. "Here I've taught you everything I know and still you don't know anything!"

Joe—What would you do if a girl kissed you?

Jerry—I'd kiss her back.

Joe—Yeh, but what if her back wasn't turned?

WHEN WERE YOU BORN?

by

Helene Paul, Famous Astrologer

If you were born between February 22 and March 21, you are born with the sun in Pisces. You are super-sensitive, extremely sympathetic, idealistic, very emotional, and highly impressionable. You are easily affected by the opinions of others. Inclined to be despondent and over-anxious, you worry about many things that never happen. In other words, you are apt to "borrow trouble." Quick to observe deficiencies in others—as well as in yourself—you are modest and timid, hesitating to promote yourself.

A Piscean husband will dream about doing great things, but will need constant encouragement from his wife. He can do his best work in solitude, so if he shuts himself up in his room alone, it will be best not to ask him why. Because he is so sensitive, he will respond easily to his wife's tears. He is extremely romantic, and can be very demonstrative if he is sure his wife will not ridicule or criticize his advances. In an effort to hide that ever-present feeling of inadequacy, he is apt to assume an air of bravado. He will dramatize much that will have happened during the day, and it is just as well for his wife not to let him know that she doubts his word. A Piscean husband is not a fighter, and while he may be nervously irritable, he will never directly cause a quarrel. No matter what sign his wife is, she will invariably have the upper hand, and he, like the martyr he thinks he is, will forgive her.

If you are a Piscean husband, or any other sign for that matter, and want to know more about yourself, your prospects, and your future—how to handle your employees, when to make important changes—an analysis of your own personal horoscope (erected for the day, month, and year of your birth) is recommended. However, in the meantime, you may be interested in experimenting with the coupon below—regardless of the month in which you were born. The analysis you will receive has been done with unusual care and attention to detail.

(Would you like to know more about a certain person's little idiosyncrasies so that you can handle him more successfully? Many important problems are solved through information that astrological analyses afford. To get such an analysis, send exact birthday—year, month and day—plus a stamped self-addressed envelope and 10c to cover clerical costs for each analysis you want.)

HELENE PAUL
c/o Feature Bureau
50 East 42nd Street
New York City.

Please send my astrological analysis. My birthday is.....

MONTH DAY YEAR

Name.....

Address.....

City.....

Enclosed find stamped, addressed envelope and 10c.

\$50,000 FOR A PHONO!

That's What a Wurlitzer 850 Would Have Cost Six Years Ago

By no less an authority than the Polaroid Corporation of Cambridge, Massachusetts, comes this startling statement.

"The polarizers used in the Peacock Panel on the Wurlitzer Victory Model 850 would have been worth a king's ransom as little as six years ago. They are by no means cheap today, but in 1935, an equivalent area of crystalline polarizers would have cost over \$50,000!"

Actually, the Wurlitzer Peacock Panel represents the first large scale commercial application of a scientific phenomenon which has been known to scientists for hundreds of years.

On the scale in which they appear on the Wurlitzer Victory Model 850, Polaroid Colors are an entirely new thing in the world. The public has never seen any colors like them before except in soap bubbles or in slicks of oil on water.

They are not the raw colors of the spectrum seen when you look into a prism, nor are they like any colors produced by paint or ink. Polaroid Colors belong to an entirely different and unusual class of colors known to physicists as the interference spectrum. They are the only colors produced commercially without dyes or pigment.

Polaroid Colors are produced in a completely unique way—by means of what scientists call, "An optical sandwich." All the colors in the Peacock Panel are produced from ordinary electric light. This white light shines through a layer of Polaroid Film. Two pieces of Polaroid Film are rotated by a motor to change the colors simultaneously all through the pattern.

Interesting is the fact, too, that the Polaroid Colors do not clash. They appear side by side without "fighting," and so do not tire the eye. Just as a good composer "modulates" from key to key in a popular song to make it catchy enough to be a hit, so this Peacock Panel "modulates" from one color key to another. Before the eye has a chance to tire of any combination of colors, another combination takes its place.

Small wonder that Music Merchants are loud in their praise of Wurlitzer's far-sightedness in applying Polaroid Illumination to their phonograph and in seeing to it that no other automatic phonograph manufacturer can apply it to his instruments.

That Wurlitzer paid a "pretty price" for its use goes without saying, but all things are relative, and the indications are that the dividends on the investment, both for Wurlitzer Music Merchants, are proving highly satisfactory.

FREE WEIGHT SCALE

Operator's Cash Price

Only \$69.50

The Free Weight Scale will enable you to secure the choicest locations in your territory.

Vends a stick of Adams Gum for each penny—then gives your weight FREE. A PERMANENT Money Maker!

Terms: One-Third Deposit With Order, Balance C. O. D.
Be First! Send Your Order Today!

D. ROBBINS & COMPANY
1141 DE KALB AVENUE BROOKLYN, N. Y.



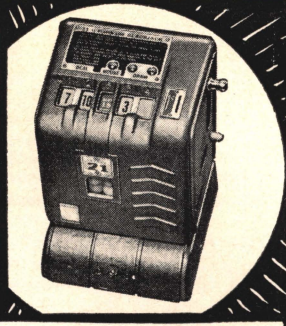


The greatest, most thrilling, most beautiful counter game in all history! RUSH YOUR ORDER TO US TODAY!

1/3 Deposit, Balance C.O.D.

SAMPLE
\$19.75

CASE OF 4
\$72.50



LONG BEACH COIN MACHINE COMPANY
1628 East Anaheim Long Beach, California



Installation of Packard Pla-Mor Remote Control Unit in The Rainbow, Roseburg, Oregon. Mrs. Vivian Padelford, owner of the Rainbow, had the following comment to make: "My place being too small for a phonograph and my counter business not permitting a large counter box, I found that Packard Pla-Mor was a definite aid to my music problem." Mrs. Padelford appears in the picture with some of her employees and operator V. Y. Helbig and Packard District Manager, Clayton Ballard.



C. A. Camp of Southern Distributing Co., Little Rock, left, signing order for 10 carloads of Wurlitzer Automatic Phonographs, while Bob Bleekman, Wurlitzer District Manager for Oklahoma, Texas and Arkansas looks on.

COIN
MACHINE
REVIEW

57
FOR
MARCH
1941

Bargain Mart

5c PER WORD, MINIMUM \$1.00

No General Delivery ads accepted. Send copy, with remittance to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, California

SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

FIVE DOLLARS NOW

May save you five hundred later. Before you invest, investigate thoroughly. Use the proven services of bonafide investigators specializing in coin machine research work. Average fee five dollars. COIN MACHINE ADVISORY SERVICE, Box 61, Los Angeles, Calif. (TF)

CIGARETTE MACHINES

Largest selection used Equipment on West Coast. Thoroughly reconditioned with new factory paint job. Reliability—our password. S. F. MERCHANDISING VENDING MACHINE COMPANY, 156 9th Street, San Francisco, Calif. (5-41P)

PHONO PARTS

Are you in need of any Wurlitzer Phono parts? Save 75%! Write immediately—Tell us what you want! SUPREME VENDING CO., 557 Rogers Ave., Brooklyn, N. Y. (TF-C)

FOR SALE

50,000 Used Records, Hill Billy and Blues. All in good condition. \$25.00 per 1,000. In lots 10,000 or over, Delivery Free. A. EICHLER, 21 Essex Street, New York. Tel. Orchard 4-9885. (JFM-P)

WANTED FOR CASH

All types of Penny Scales. Or will repair your Scales. Liberal trade-in on new models. IDEAL WEIGHING MACHINE COMPANY, 1012 West 43rd Street, Los Angeles, Calif. CEntury 23759. (FMA-P)

WILL TRADE

616 Heads-Up Selectors for Twelve Record Wurlitzer, Seeburg, or Rock-Ola in good condition. Address: Box 330, c-o COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (M-C)

TROUBLED WITH SLUGS?

REVIEW Slug Cards in your machines will stop this evil. Printed on heavy fancy Bristol and citing Federal Law violations for slugging, these cards have stopped slugging for hundreds of operators. Order today at only 20c per dozen, plus 10c for handling and postage on all orders under \$1.00. On orders over \$1.00 we prepay postage. COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, Calif. (P-TF)

INTERESTED IN MOVIE MACHINES?

Coin Machine Advisory Service has prepared a report on this new phase of the industry, how Hollywood will figure in this new field, what problems now confront the industry, etc. This complete report is worth hundreds of dollars to operators contemplating this new field. Be advised as you proceed. Complete confidential report, totaling over 2,000 words and compiled by coin machine authorities, is yours for only \$3.00, cash with order. COIN MACHINE ADVISORY SERVICE, Box 61, Los Angeles, Calif. (M-P)

FREE PARTS AND SUPPLIES CATALOG

Number CM-17 for all coin machines. Write on letterhead or send business card. BLOCK MARBLE, 1527 Fairmount, Philadelphia, Pa. (MAM-P)

GOODBODY HAS A MESSAGE

For every operator reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. (MAM-P)

SEND FOR BADGER'S

32-Page Coin Machine Catalog — Over 1,000 Reconditioned Machine Bargains, Accessories, Parts and Supplies. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. (MAM-P)

FOR SALE

Thirty-Station Wired Music set-up now operating profitably with twelve hundred records, and trained efficient help. Ill health necessitates change in climate and will make substantial sacrifice for quick sale. WIRED MUSIC SERVICE, INC., 606 Fenton Bldg., Portland, Ore. (M-P)

FOR SALE

Used Coin-Operated equipment, Phonographs, Skee Balls, Chicken Sams, etc. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (M-C)

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COIN
MACHINE
REVIEW

58
FOR
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1941

It's SPRING and with it comes the ANNUAL SPRING SPECIAL of THE REVIEW

● This year THE REVIEW will present its finest Annual Spring Special. Articles of unusual interest, plus a complete resume of activity in the industry since the first of the year and predictions for Spring and Summer operations will come in for attention. HERE is a lasting issue and one that should carry your advertising copy.



DEADLINE IS APRIL 5th

Send Copy and Cuts Today For Preferred Positions

COIN MACHINE REVIEW

35 E. Wacker Dr.
CHICAGO

1115 VENICE
LOS ANGELES

441 Lexington Ave.
NEW YORK



You're the
"TOP MAN"
 in Music Profits
 with
**Packard
 PLA-MOR**

Facts Prove Pla-Mor Doubles and Triples Earnings from Locations!

Pla-Mor can do for you exactly what it is doing for other Music Merchants everywhere . . . *make more money.*

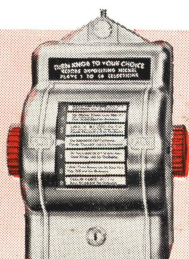
Read what others say: "The Pla-Mor System is earning over five times as much as the light-up machine that was removed from floor."—*Valentines, Kansas* . . . "Collection receipts from one location have increased nearly 150%. This is relatively true in 6 other of our locations

with Pla-Mor."—*Yeary Brothers, Virginia* . . . "Pla-Mor jumped earnings from \$18 a week to over \$50 a week."—*The Stratford Corp., Kentucky* . . . "Locations demand Pla-Mor Boxes."—*Mayflower Novelty Co., Minnesota.*

There is a reason for this tremendous surge to Pla-Mor and for the increased earning power it brings. You owe it to yourself to get all the facts. Send in the coupon, *now!*

**PACKARD
 (PLA-MOR)**

HAS THE PLAY APPEAL



MAIL TODAY! Homer E. Capehart, Packard Manufacturing Corp., Kentucky and Morris Street., Indianapolis, Indiana

Please send complete details or have your representative call and show me how I can double or triple the intake of many of my music locations with the Pla-Mor Music System.

Name.....
 Address.....
 City.....State.....

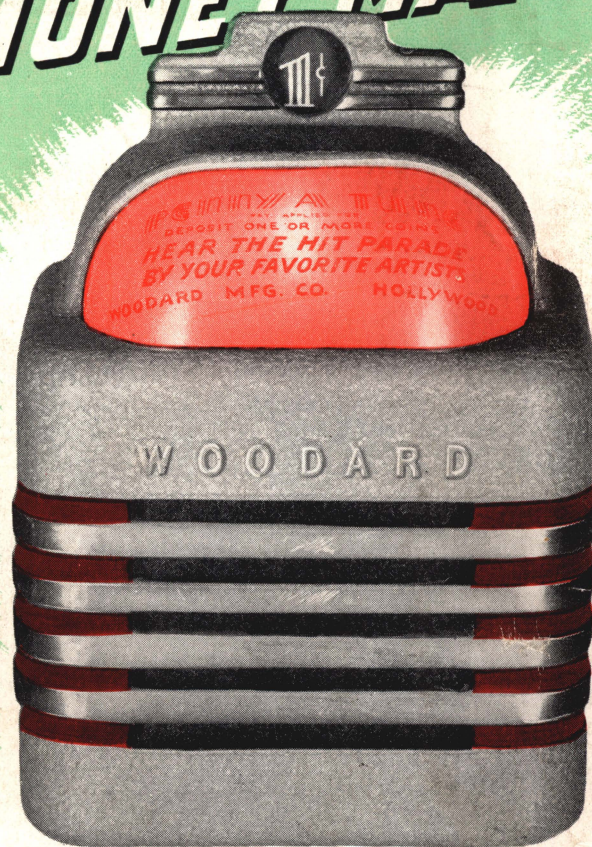
CR

Presenting AMERICA'S SMALLEST BIG-MONEY MAKER!

"I personally believe the Music Mint is as fine an investment as any operator could make!"
states Frank W. Jarrell, Newly Appointed Factory Representative for Music Mints—11 Western States (formerly West Coast Factory Rep.—Buckly Co.)



"After due consideration and investigation of all wall and bar boxes now on the market, I have associated with Music Mints because they offer operators the finest value and performance of anything on the market."



The Music Mint

HERE'S HOW MUSIC MINTS PUT YOUR OBSOLETE PHONOGRAPHS TO WORK AGAIN!

Music Mints may be used with any standard phonographs, regardless of age.

A penny deposited in a Music Mint trips the mechanism in the phonograph, placed in any remote spot—kitchen basement, etc.

Music then comes directly from the speaker in the Music Mint, where the penny was inserted. While this one Music Mint is playing, players inserting pennies in other Music Mints hear balance of tune being played... plus succeeding full length recordings—played in rotation.

NOTE THESE SUPERIOR CONSTRUCTION FEATURES

- EASY, 5-MINUTE INSTALLATION
- HINGED BACK
- HIGH QUALITY SPEAKER: Especially designed to afford maximum efficiency at low level. No scratch.
- FLUORESCENT PLASTIC: Beautiful neon effect.
- ALUMINUM LOUVERS: Heavily polished. Protect speaker from destructive hands, etc.
- UNIVERSAL TYPE ADAPTERS: Adapt all standard make phonographs to the Music Mint system.
- TINY: Height from counter level to top of coin chute only 7 inches. Width—5 inches.
- SHIPPING WEIGHT: 6 pounds.

● Amazing is the word for Music Mints! Amazing in their newness; amazing in their quality performance; amazing in their earning power!

By far the smallest counter and wall box ever built, the Music Mint is more than a coin box. In reality, it's a complete phonograph in itself—playing the top recordings in a soft, pleasing volume... directly from the box to the customer.

To operators with thousands invested in obsolete phonographs, Music Mints will salvage these costly investments—and bring 'em back to life as big money-earners! And by big money-makers, we mean just that! Music Mints earn as high as 20c per tune, as compared to the 5c maximum take of nickel wall box systems. Records of

scores of leading operators prove this. For example...

YOU CAN INSTALL AS MANY AS 40 MUSIC MINTS IN ONE LOCATION

Proof of this is the Sontag Drug Store in Westwood Village, Los Angeles (Music Mints are being installed in all units of the important Sontag Chain).

Here in this one location alone, 20 Music Mints grind out pennies minute after minute at busy lunch and dinner periods.

Yes, as many as 20 counter patrons inserting pennies at the same time. And that's true of countless other Music Mint locations in malt shops, cafes, restaurants, drive-ins, auto courts, bars, beer parlors, bowling alleys, etc.

30-DAY FREE TRIAL OFFER! MONEY-BACK GUARANTEE!

Prove Music Mint's sensational performance and money-earning power at no risk! Send this coupon today... for full details of Music Mint's free trial offer.

WOODARD MANUFACTURING COMPANY

6644 Santa Monica Blvd., Los Angeles, Calif.

Please send me full information on your 30-day free trial offer, money-back guarantee plan, on Music Mints.

NAME _____

ADDRESS _____

CITY _____

See Music Mints on display in our factory showrooms